

NELSON TASMAN
CHAMBER OF
COMMERCE

COMMERCE COMMENT

SUMMER 2020

CORNERSTONE PARTNERS:



From the CEO

Reflecting on 2020

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When I started to think about what to write for the final CEO column of 2020, my thoughts immediately were along the lines of, “Praise be, it’s almost

over,” and I know that many of you will share that sentiment. But after giving it a bit more thought, I realise that despite the adversity, and sometimes because of it, we have had a pretty good year with some definite highlights.

Firstly, it gives me great pleasure to be able to announce that NBS has recently become one of our cornerstone sponsors. Like the Chamber, NBS has been contributing to this region for more than 150 years. Over that time our organisations would have been tested many times by social and economic challenges - a reminder that change is constant - but supporting each other is the way forward, now more than ever. And not just each other. This backing from NBS like our other cornerstone sponsors, allows us to in turn, support and advocate for all local businesses. Essentially, every sponsor we have is paying it forward, which naturally has a flow on effect to the wider community.

The formation of the Port Nelson Export Hub springs to mind as another exciting development this year. This is an initiative that has been bubbling away for some time and one that we know will help the region’s smaller and aspiring exporters with access to information, resources and that all import “first-hand experience”. We have had three post lock-down events this year to get the ball rolling and already have plans for 2021. The programme will kick off on Tuesday 16 February with a presentation by Hamish Conway about the wild and wonderful world of selling on Amazon.

In this extraordinary year, the NZTE

Regional Business Partner Network (RBP) deserves special mention. As you may know, the Chamber has been delivering this for many years and it provides great support to the smaller businesses in our region. When the pandemic hit, it became obvious that the RBP was the obvious mechanism to support those businesses immediately impacted by the lock down and closed borders. Our Regional Business Growth Adviser, Sandra Crone, and the wider team immediately sprang into action and in four months worked to deliver much needed one-on-one support and advice to over 1,100 small businesses across the top of the south. This is in comparison to about 400 in a normal year – what a fantastic effort.

It almost goes without saying that our coordination role of the Young Enterprise Scheme for Te Taihū (top of the south) has also been a ray of sunshine this year. Despite the usual Covid-related difficulties, the teams all worked hard to develop their fledgling businesses. The regional finals evening was a great opportunity to see the finalists in action and be impressed by their creativity and entrepreneurship. Once again, congratulations to the winners Pathway to Primary, and we wish them well for the national event.

As I write this, I am listening to a sound check for the Sustainable Business Awards. In just a few hours, we will be welcoming 90 people into the Mahitahi Colab to zoom into this national event and hopefully celebrate some local winners (fingers crossed). Our connection to this event is due in part to the relationship we have with the Businesses for Climate Action (B4CA) group of businesses. They have an ambitious target to encourage 1,000 businesses in the region to measure their carbon and we are working with them to help reach this goal. This work will become much visible as we move into 2021 and a step closer to a zero-carbon economy.

I must acknowledge the collaboration that was formed during lockdown in response to the Covid-19 pandemic. Project Kokiri was initiated by the mayors of NCC and TDC and also includes ourselves, the NRDA, mana whenua and central government agencies. The resulting response and economic regeneration plan is now being rolled out, and I am very proud of “We’ve Got This”, the support local and regional visibility campaign which we have been leading. At last count the campaign had reached over 1 million people just on the channels we can quantify – and there is still more to come.

Finally, I must (of course) thank my hard-working Chamber team, they have all gone well above and beyond this year. And my board who have been very supportive through some challenging times. I wish them all, and all of you, a restful holiday and look forward to an event-full 2021.

Ali Boswijk

Chief Executive
 Chamber of Commerce



Introducing David Kerr

With an extensive background in business finance and relationship management, David’s focus over the last 10 years has been operating as an independent director and adviser helping business and community organisations which hold significant and long-term aspirations. This led to longer term roles with the Brook Waimarama Sanctuary project (as Business Development Adviser) and Top of the South Community Foundation (as Executive Officer), as well as independent chair of a winery company board. Relationship management is a core strength, while helping clients and team members to succeed has been a key focus of his career.

Having previously had extensive involvement with the Chamber from 2000 to 2010 as a Business Awards judge, the opportunity to combine business and community through working for the Chamber of Commerce attracted David to this role.

David will be your first point of contact if you have any account queries, or if you get in touch with the Chamber via phone or email. He’s joined the team until autumn.

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NBS

Banking on the Chamber: NBS commits to cornerstone sponsorship

NBS is proud to have recently become a cornerstone sponsor of the Nelson Tasman Chamber of Commerce. There is an obvious synergy between our two organisations. Both back local businesses with a shared wish to make a positive contribution to our community and we both have a history in the Nelson Tasman region stretching back more than 150 years, and we are member-based bodies.

NBS has grown significantly during the past decade and during that time we have increasingly recognised there is a social responsibility to contribute to the community we are part of. Our success is based on providing a high level of personal client service, product flexibility and local decision making. But a key part of what we do, what we're proud of and what our clients value, is that we give back to our community through sponsorships of not-for-profit groups.

Tony Cadigan, NBS Chief Executive

www.nbs.co.nz
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NBS
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Science matters

Science matters, we've seen that more than ever this year. If you can think back to just one year ago, what we we're doing this time last year, making plans for our summer holidays – we had no idea the world was about to change and very few of us would have used the term 'social distancing' before.



Dr Serean Adams
Aquaculture Group Manager
Cawthron Institute
www.cawthron.org.nz

In New Zealand, we've adopted a response to Covid-19 grounded in science and now we're in one of the best possible positions with very few deaths compared to other parts of the world.

Now, more than ever, we're grateful to the scientists all over the planet who are working on our Covid-19 response, providing the public and governments with digestible information that we can all understand.

And that's what science and scientists are really about – working together to address our biggest challenges and to seize our greatest opportunities.

We do the work we do because we're not just scientists, we're people out there in your community, a diverse bunch that want to support the wellbeing of our people, the health of our environment, and the resilience of our economies. And in fact,

deep down we believe that everyone is a scientist at heart. We observe, hypothesise and experiment every day in our own lives. It's an integral part of our DNA as humans.

Here at Cawthron we're playing our part to support New Zealand's Covid-19 recovery efforts, and we do this through focusing on growing and ensuring the safety of our seafood sector, developing marine bioactive resources, and improving the health of our freshwater ecosystems and oceans.

Since our establishment we have firmly focused on research that contributes to the economic growth of New Zealand, and the preservation and restoration of our special environment. Our scientists have been able to identify emerging areas of research to assist industry – and our nation – become sustainable and successful.

It's important to realise that science isn't something we do in isolation, hiding away behind microscopes and technical equipment. Science is collaborative and trans-disciplinary, requiring the

collective input and wisdom of researchers, government agencies, businesses, community and iwi to deliver real transformative impact. These are just some of the important messages I spoke about in our recent Thomas Cawthron Memorial Lecture, where we discussed the value and impact of science, and in particular the potential of aquaculture as New Zealand looks towards its post-Covid recovery. If you missed this online lecture featuring Dr Siouxsie Wiles, Associate Professor at University of Auckland, Dr Chris Cornelisen, Cawthron Coastal and Freshwater Group Manager (Coastal), and myself, you can find it online at www.cawthron.org.nz.

Next year Cawthron Institute will celebrate 100 years since its establishment. We are planning a programme of activities for 2021 that we hope you, your businesses and families will get involved in, to celebrate the impact of our science and how we will continue to contribute to making Nelson Tasman an important science, innovation and technology hub in New Zealand.

Kei a tātou – we've got this. 🏠





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Crafting a powerful one-liner will become your marketing tool that makes the biggest impact, without costing you a cent.

The #1 Marketing Tool

We live in an increasingly noisy world. We are inundated with messages trying to get our attention to buy, join, give, subscribe and engage. We shut off from most of them, but we open our wallets to messages that get our attention and speak to us. We connect when businesses speak like they know us, offering products and services that make our lives better, take away the pain and help us get to where we want to go. Many successful companies craft clear one-line messages that connect with customers and keep the cash coming in.

Crafting a one-liner is the most important marketing you can do and it won't cost a cent, just your time. This article shows four steps to create a powerful one-liner that will motivate customers to choose you instead of the competition. Once you have it sorted you will use your one-liner everywhere - on your website, business cards, email footer and anywhere you interact with clients or customers.

Powerful one-liners need to have four components, all beginning with a 'P':

1. Problems to solve
2. People who need a solution
3. Plans to solve the problem
4. Perfect outcome

What's the problem?

I guarantee that if you are in business, then you are solving a problem for someone. You need to identify that problem, pain or obstacle. Is it lack of time, skill, resources, knowledge, or bad health - the list is endless. The more specific you can be with the problem, the more effective your message will be.

Who is the person?

You need to define a specific person or group of people whose problem you are helping to solve. E.g. It could be mums who have no time for themselves or it could be business leaders who find it hard to communicate with their customers.

What's your plan?

Now talk about how you help solve your customers' problems. What do you offer (in a word or two) that solves their problem?


Let's think of our mums as if you own a gym: "Busy mums get superior fitness with Social Spin - the 20 minute fitness class that will help you live a happy, active life with your children."

The problem is lack of time but the plan is 'Social Spin - the 20 minute fitness class'.

What's the perfect outcome?

Once you have defined a problem, a person and a plan, you need a perfect ending. How will what you offer make my life better? How will I feel once I have used your product or service - fit, healthy, free, confident, connected? In the example of a mum above, she will have a 'happy, active life with her children'.

Another example is our one-liner at Downing. "In a noisy world, we help your business stand out with creative marketing that attracts customers, makes sales, and adds value to your products and services". The four P's above are all in there. Notice the focus of the four P's is more about our customers and their needs and how their life will be better rather than all about our business.

Have fun crafting your one-liner, then use it everywhere. Let me know how you get on. 



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

Downing
CREATIVE MARKETING

Regional Business Partner Network

Funding FuturEcology

The Chamber talks to Jan and Rob Fryer of FuturEcology about how their business benefited from funding access to the Capability Voucher scheme.

For Jan and Rob Fryer at FuturEcology, it's been a whirlwind three years from an initial idea of creating biodegradable plant guards that protect seedlings (Emguards), to orders that have doubled year on year and are now used in restoration projects from North Cape to Bluff, and across the ditch as well.

Jan says there was a bit of running around in circles as they coped with the massive growth period of a zero to hero product. The circuitous running is still part and parcel of their jobs, mostly as a result of a supply chain compromised by Covid. The pressure placed on their systems and processes due to the rapid growth and demand for their sought-after product isn't the worst problem to have, but it was definitely one they needed help solving. An introduction to Sandra Crone, manager of the Regional Business Partners (RBP) Programme through the Chamber, explains Jan, was to prove fortuitous.

"I went to a couple of exporting workshops through NZTE so I sought out assistance and then made the connection with Sandra and she was really good. She worked out what our needs were and what would best suit our needs. There is a whole range of things out there but you need guidance from someone

who knows the system. And what I really liked is she understood our business as well and asked the right questions to get the understanding of where our issues were, and that was so helpful. Sandra told us that there was funding available for business coaching etcetera, and it was on her recommendation that we followed through."

One of the challenges the couple said they experienced was that as a 'mum and dad company' they didn't have a board or anyone external to the company providing advice or perspective. Tapping into the RBP funding scheme, Sandra was able to connect them with business coach, Bruce Duncan from People NZ.

"It was really valuable to talk, first to Sandra and then through the RBP programme to Bruce Duncan from People NZ. We sat down that first time and looked at where the business was at the moment. Bruce went through a whole list of questions identifying where the gaps were. He gave us the steps and confidence to make the changes that we needed to and the advice of where and how, plus some great golden nuggets. Some of it we were already doing but it gave us more confidence in having other people looking at it and saying, 'What you're doing is fine but if you do this...'"

The couple meet with Bruce once a month where he provides a structured series of workshops requiring homework,

commitment and accountability.

Jan says, "It's better than a one-off session where you can get caught up in running your business and being a headless chook again. It's quite structured, though quite a lot of pressure. Employment, marketing, systems and processes. Standardising the process out of our heads and on to the computer was really useful."

"Our business isn't straightforward. The product side is easy to understand but how it all fits together is an interesting concept. We do consultancy, wet boots work [planting, weed control] and we sell a product supporting conservation projects around the country. So it's got three distinct parts and how those parts all work together takes a bit of getting your heads around."

An advantage of the RBP programme that they didn't anticipate was the other connections they've made through Sandra and Bruce.

"One of the neat things that come out of it was that he [Bruce] introduced us to another one of his clients and we now have an MOU [Memorandum of Understanding] with them, so that was really cool. Both of us bring something different to the table and there's projects we may be able to get involved in together. For small businesses, that whole collaboration idea is crucial."

Through the RBP programme, FuturEcology received 50% funding towards a year of business consulting and support. Something they would 'definitely, definitely' recommend to others. If you'd like to see if your business is eligible for funding, contact Sandra Crone at the Nelson Tasman Chamber of Commerce

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 in a commercial environment;
- Have developed an action plan together with us;
- Have fewer than 50 full-time equivalent employees;
- Be registered for GST;



Social Snaps

Behind the scenes of our most popular recent Chamber events.





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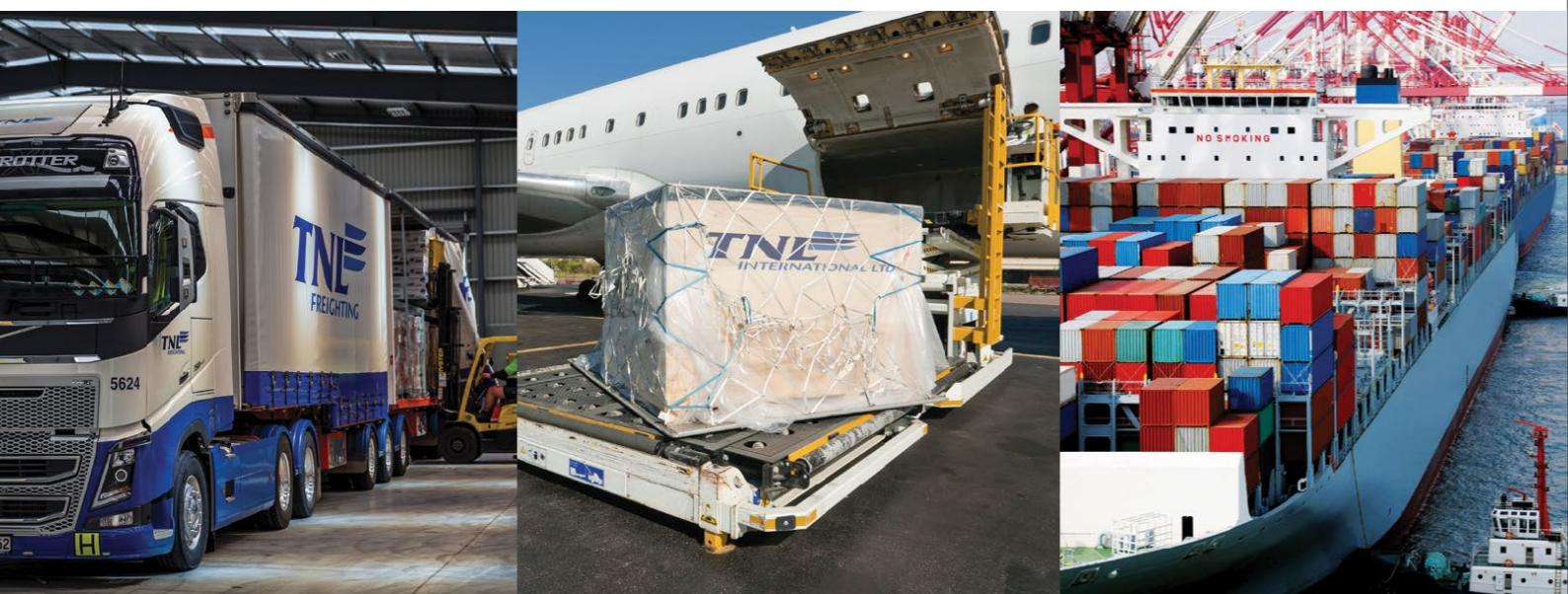
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Microsoft Teams Update What's new & what's coming in 2021

What's coming in 2021:

To help support the change in working environments brought on by COVID-19, Microsoft temporarily increased features to help businesses operate during these uncertain times and those continue to develop, now including

- Within Channels, there is an updated "New conversation" button where you can confidently start new conversations and not worry about accidentally messaging in an old thread.
- Access your SharePoint lists in teams. To add a list to a channel, simply select "Add a tab" and then select the list you'd like to add. You can even start a list from scratch.
- Easily search within a chat or channel by pressing Ctrl+F (or Cmd+F for Mac) and then you can type what you would like to search for.
- Access messages even whilst you are offline. Even if you are offline you can

access your most recent conversations and any pinned chats and channels.

The pace of enhancements of existing features and the addition of new ones to support increasing demand for easy to use tools that keep businesses connected with their people and their people connected with their customers has never been faster.

To keep up with Microsoft Teams talk to one of the BlueBerry Bunch today.

Thanks to the Chamber and to its members for their support during 2020. Merry Christmas and best wishes for a safe and happy New Year.



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Driving our community forward since 1945.

The Bowater Motor Group has a history we are proud of, a present we are committed to, and a future of which we are certain. A cornerstone of our business is to ensure that our community in the region is thriving, and we do all that we can to help. We have established some valuable and vital partnerships with local charities and community organisations, offering them practical, safe and fit for purpose mobility solutions to ensure that they can continue to do the great work that they do. We are proud to partner with these organisations and work alongside them.



Nelson Tasman Chamber of Commerce



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A limited liability company (LLC) is a vehicle frequently used to own and operate businesses. One of the benefits of an LLC is the limitation of liability it offers to its shareholders. Whilst the company has full responsibility for the company's obligations it shelters the shareholders from loss if the company's business fails.

However, what is often overlooked is the responsibility and therefore potential liability that sits with the directors of an LLC. A director can find he/she is personally liable for losses which would otherwise be losses of the company by breaching the director's duties. The recent Supreme Court decision of Debut Homes Limited (in Liquidation) v Cooper is an example of a director being held liable for a part of the company's losses as a consequence of breaching directors duties. Note – the Supreme Court judgment covered a number of aspects and this is a very generalized focus on one aspect, namely breach of director's duties.

So what happened? A very abridged version of facts is that Mr and Mrs Cooper owned Debut Homes Limited, a residential development company. At 31 October 2012 the company's assets were less than its liabilities but was continuing to pay its debts. The company was also part way

through the completion of a development when Mr Cooper met with his accountant (November 2012) to discuss a way forward in light of the difficult financial position of the company. Mr Cooper was advised that completing and selling the development would likely result in a shortfall of GST owing to the IRD. Mr Cooper decided to complete the development with a view to then winding up the company as he thought this course of action would generate more money to repay the secured creditors. The GST shortfall was in the order of \$300,000.

The company was placed into liquidation on 7 March 2014 on application of IRD. Fast forward to 24 September 2020 when the Supreme Court judgment was issued and Mr Cooper is found liable to contribute (personally) \$280,000 towards the assets of the company.

Why did he have to pay personally? Well, the Supreme Court agreed with the High Court and took the view the company should have been liquidated on or about the time of Mr Cooper's meeting with the accountant in November 2012 when it was clear that the company was not salvageable. As a consequence of the decision to continue to trade in such circumstances where Mr Cooper was well aware that a creditor would not be paid, he breached a number of duties and thereby exposed himself to personal liability.

Mr Cooper tried to rely on the defence contained in s138 of the Companies Act 1993 that he relied on the advice of his

accountant. The Supreme Court held the advice given was too generalised to enable Mr Cooper to have the benefit of the defence.

The short takeaway from this case is that if you are a director of a company that is, or is about to become, financially distressed you need to take specific advice and positive action to stave off possible personal liability. Doing nothing is not a strategy.

As outlined below, this article is by no means a summary of the Supreme Court decision (that's 53 pages long) and is not to be considered advice.

Pitt & Moore is a Nelson-Tasman based law firm, established in 1864, with expertise across the full range of legal services. We are committed to being accessible, efficient, and responsive; to find real solutions; to communicate clearly; and to conduct ourselves with honesty and integrity. We are passionate about the people and the businesses we serve, locally, nationally, and around the world.

Disclaimer: The information contained in this publication is of a general nature and is not intended as legal advice. It is important that you seek legal advice that is specific to your circumstances.

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LAWYERS AND NOTARIES PUBLIC



businesses for climate action

In Te Taihū (the top of the south), local businesses are taking the lead in creating a zero carbon Aotearoa within a resilient sustainable economy, adaptable to both the opportunities and disruptions of climate change. Together, we can transform our business community to create lasting, positive impact.

Progress to date

Our aim is to have 1,000 Nelson Tasman businesses measure their carbon footprint within the next 12 months. We recognise this is an ambitious undertaking, but addressing the challenges around climate change is not for the faint-hearted and the bigger the number, the closer we get to zero.

To that end, we're facilitating workshops, seminars, and events that provide connection, education, and inspiration.



Putting your best foot forward.

Measuring your business's carbon footprint is the first essential step in being able to manage and reduce the impact your organisation is having on the climate. As our global economy transitions to a low carbon future, it is important to future-proof and build resilience in your supply chain.

MEASURING YOUR FOOTPRINT LIGHTLY Workshop for micro & small businesses

8 December, 9:30 - 11:30am, Mahitahi Colab
Register here or visit the B4CA website for more info.

Environmental stewardship: good for us, good for business

The life cycle of wood fibre, from planting and growing trees through to harvesting, milling and utilising wood products, provides plenty of opportunity to combine environmental responsibility and positive business outcomes.

Our business is Forest Stewardship Council (FSC®) certified. This means that we are regularly audited against internationally robust standards across a range of measures including our guardianship of the natural environment, our engagement with and support of our community, and the way in which we protect the health and wellbeing of our people.

FSC® certification provides us with access to key international markets, which is important for our business, but it also provides us with the ability to benchmark our performance and ensure that we are continuously evolving and keeping pace with global developments in our sector.

For us this includes:

- Growing and utilising a sustainable resource
- Choosing infrastructure, such as the Polytechnic Energy Centre that isn't the cheapest but is better for the environment
- Using systems and processes that reduce or eliminate environmental impact
- Measuring and reducing our carbon footprint
- Locking carbon into the timber that we grow

At Kaituna Sawmill, our wood processing facility near Blenheim, we produce high quality timber products from wood that is grown sustainably within the region. We supply customers within New Zealand, Australia and Asia.

Kaituna began measuring its carbon footprint more than 10 years ago. During the process we came to understand and appreciate that a sawmill has a unique

carbon footprint. The removal of carbon dioxide from the atmosphere during tree growth and the storage of carbon dioxide for the life of the products means that the sector is a powerful participant in the efforts to fight climate change.

We looked for opportunities to reduce our emissions profile by reducing the fossil fuel we consume to produce our products and by using energy more efficiently.

We have developed robust and rigorous systems and processes to ensure that our Kaituna Sawmill facility operates with little to no impact on the surrounding area and landscape.

As a result, we have achieved a 46% reduction in the site's greenhouse gas emissions compared with 2010. This is the equivalent of 3,773,766 fewer kilometres travelled per year by an average car!

Our most recent air particle discharge assessment showed the clean burning technology we have introduced has decreased air particle discharge by two thirds. Our new continuous kiln drying system has also led to energy savings of 30 percent compared with the previous batch kiln system.

At the same time we have boosted production capacity, improved product

quality, and improved the site's financial returns. We now no longer spend \$500k per annum buying in non-renewable fossil fuel, using our own wood biofuel instead, have less waste by-products, and are proactively looking at innovative ways to find uses and markets for every component of our waste stream.

At OneFortyOne New Zealand we know that environmental stewardship is not only the right thing from a values perspective, it's also good for business.

About OneFortyOne New Zealand:

Forestry and wood processing company OneFortyOne New Zealand, formerly known as Nelson Forests, is based in Nelson Tasman and Marlborough, where it owns and operates almost 80,000 hectares of plantation forestry and the Kaituna Sawmill. The business has an integrated model growing, harvesting, milling, and marketing its wood fibre products. Approximately 60 percent of OneFortyOne New Zealand's log harvest is delivered to the domestic market.



Business Building Block Workshops



2020 has been a year of challenge in the world of business. A new year means more BBB workshops ahead, and more opportunities to prepare you and your business for a thriving 2021. Find out more [here](#).

Working Time Management



THE ALTERNATIVE BOARD
Shared Wisdom, Bottom Line Success

Task Management with Alfredo Puche from [The Alternative Board](#)



Does my organisation have the capacity to undertake this new task or project?

This is one of the common questions

that many companies, especially those experiencing strong growth and with limited resources, ask themselves every day.

How do you know if your resources can manage the increasing number of tasks and projects in the days, weeks and months ahead?

Managing under-resourced companies growing at a fast pace, I have learned that the most important point is to know the capabilities of yourself and of your team and then to be able to decide which projects or tasks to execute, which to put on hold and which to abandon altogether.

A way to manage this situation is by following these two steps:

1. Estimate the time every task will take. This must be discussed and agreed with the person or group of people that is going to perform the activity, trying to consider all relevant aspects.

2. Measure and register the actual time spent in every job done every day, every hour. It is key to report the spent time frequently and consistently to be accurate. People forget what they did the day before or how much time it took.

As Peter Drucker once said, “you can’t manage what you can’t measure.” If all team members register their spent time in any of the activities, tasks and projects that are being pursued, then project managers are immediately aware of such important things as:

- Are we ahead or delayed in the execution of the task?
- Was the task/project estimated time correct?
- Are we spending too much time on a task? Does it need improvement or re-engineering?
- Do we have free time to add a new activity, task or project?
- Do we need to reprioritise, put tasks on hold or abandon any of them?

- Do we need more resources to undertake existing or new tasks or projects?

Following this process also helps team members to look back and review their progress, to see what was achieved on a certain date and fulfil the humans’ inherent need for progression and growth. This helps to alleviate any feelings of frustration that employees often suffer from perceiving a lack of progress, overload or lack of direction.

Following this pattern of project or task management has the longer-term benefit of changing employee behaviours. Since everybody becomes more aware of both the limited time available and pre-existing workloads, organisations become intrinsically better at organising and prioritising tasks and projects. [07](#)

Contact Alfredo at 027 427 9172
apuche@thealternativeboard.co.nz

Calm Body & Calm Mind

Calm Body
Calm Mind

Stress with Carol Neilson & Don Johnson from [Calm Body • Calm Mind](#)



Stress serves us in many different ways. It helps us meet deadlines, energises and at times motivates us; we work harder, faster

and for longer. Successes build on this kind of work ethic. But, there’s a line, one that crosses into burnout if we sustain this kind of hustling. When we are continually stressed, everything suffers; our physical health, our mental health, our relationships, our creativity, and our ability to focus on what is truly important.

Many business owners, staff and customers have been singed and burnt by

the events of this year. In some instances the way through is thinking, “It’s been tough, I/we just have to get on with it.” Outdated thinking that doesn’t acknowledge your wellbeing, or the effects on the people around you, including your close relationships.

So what to do?

Some things are just out of our control like 2020 — no question. But you have a tool you carry with you all the time — your mindset. When you change your mind about stress, you can change your body’s response.

We want people to be their own Chief

Wellbeing Officer — your role is to be human, to look after your mind and body, to ask for support, to shift the stress cycle, to speak out loud the things that are stressing you and live a life in balance. You are the only one who can do this. Ask yourself ‘Am I really ok?’ If you can’t tell yourself the truth, who can?

We design ‘Calm Body, Calm Mind Prescriptions;’ we also offer a complimentary 30-minute Exhale Discovery session. You can [book here](#). [07](#)

Contact Carol at 021 284 5098
carol@calmbodycalmmind.co.nz

8 Steps Start with One

Lean Fundamentals for Success with Liam Taylor from 8 Steps



Liam Taylor is Director and Principal Consultant at 8 Steps, an organisation that assists businesses wishing to expand or improve their current business structure and practices. For those businesses who fall into either category of journey, global statistics indicate reviewing systems and processes is a good place to start, particularly here in New Zealand. Says Liam, "In a 2019 report by the New Zealand Productivity Commission, New Zealand was ranked amongst the least productive nations in comparison with other OECD countries, based on GDP per capita and output per hours worked. Further to that, the Nelson Tasman region was ranked amongst the least productive regions within New Zealand."

He adds, "I founded 8 Steps to help businesses improve not only productivity but the deployment of strategic objectives as a whole. The first step is to confirm the purpose of why you are in business and recognise that often you can do things better and by tapping into advice from people well experienced in helping businesses embarking on journeys of growth or implementing systematic continuous improvement."

If you think poor productivity may be an Achilles heel for your organisation, don't worry, you're not alone.

"What I'm seeing is many New Zealand businesses struggling to achieve even 60% productivity. If you're trying to grow a business with 40% productivity loss, if that 40% isn't tackled first that number is likely to increase because your problems grow faster."

Since 2015, Liam has been working with many high-profile businesses including Pics Peanut Butter, who are striving for true excellence. Liam recommends you follow a few key areas.

"Identify why you're doing things. What's your strategy and where is external help needed?"

Communication is second. Is your

strategy clear to your people and do they know what is expected of them? Does everyone know how the business is performing through visual as well as verbal communications, especially between departments [internal customers]? If you're not satisfying your internal customers, you'll find it very difficult to satisfy your external customers."

Liam says that a business can grow without many key structures in place (e.g. strategy, roles and responsibilities, clear communication channels and methods). However, there is an eventual tipping point where the business will face a very challenging growth period during that transition if those structures aren't implemented at the right time.

"If you think about it in New Zealand terms, most businesses fall into that category. Unless already absorbed by large-scale organisations, they're relatively new and relatively small so there are going to be shortfalls. Not because they don't know what they're doing but because they don't know what they don't know. Resilience is also essential. Businesses that aren't resilient will find it very difficult to survive, particularly in these present times."

"In addition to purpose, clarify your values. What do you want to live and breathe and what do you want to show the world? Values are probably more important now than ever more. Not long ago, you could have just used buzzwords, now you are held accountable if you don't back them up with real action."

"So, confirming what are we doing and why are we doing it, and what do we believe in moving forward. Once you do that you've got to communicate it."

That's two elements to initially focus on, strategy and communications, however there's one more key element that you just can't run a business without — people.

"You've got the business side of things and the people side of things. One can't do without the other. That's a fact of life. As well as your external customers, your employees are very important so establishing very clear

Liam from 8 Steps has provided guidance around best practice methodologies and ensured that we have established a solid foundation for the journey ahead."

STUART MACINTOSH, CEO
PIC'S PEANUT BUTTER

expectations of people is the third key area of focus, including establishing the difference between accountability and responsibility. People need to understand what the expectations are of them, and in many cases they don't."

8 Steps is the only Callaghan Innovation Better by Lean provider in the top of the south. Callaghan Innovation is a government funded innovation agency that partners with ambitious businesses of all sizes. One of their initiatives is Better by Lean. As outlined earlier, low productivity is such a problem in New Zealand, the Government offers financial assistance (conditions apply) to businesses who want to enhance their productivity. For local organisations, that process is undertaken with 8 Steps and their associates.

If you'd like more information, a quick call with Liam may turn out to be the first step towards long lasting change, transforming your business into the best it can be. 07



Contact Liam on 021 933 238
info@8steps.co.nz

Learn Before You Earn

Business Coaching with Bruce Wilson from Action Coach



The gap between the amount of money you want to have and what you have now, comes down to one thing — a knowledge gap.

We can only take action to the level of our current knowledge of marketing, sales, finance, team management and time management that we have set in our mind — and in our busy lives it is often knowledge gained years ago or by accident as we go about our day to day activity.

Your biggest competitive advantage: Make an investment of as little as 20

minutes a day reading, listening, watching videos or participating in workshops and webinars to learn the business practices and strategies which apply in the new Covid-dominated local and global marketplace — and then implement one new idea each month for the 11 months you work each year.

Putting new knowledge into practice does come with a challenge — learning how to make the theories work in your business because it is slightly different to another.

Inevitably, what was presented as so simple requires adaptation to make it work for you. This is where most give up — calling those teething problems "failure" and

dropping into self-doubt. The answer — don't do it alone. Find a peer group, take on a coach or mentor and create an active feedback loop where access to other minds and energy propel you past those initial glitches.

Sounds good — where do I start? For a fast easy cash boost invest 20 minutes finding out about how to improve your sales process. 07

Contact Bruce at 021 636 629
brucewilson@actioncoach.com



What Does It Mean to Work on Culture?



Culture Development with Jon Lasenby from Maranga



We all know the Peter Drucker quote that “Culture eats strategy for breakfast,” but how many of us have clear control of the levers of culture so that we can create or support great culture, or turn around a culture in a team or an organisation that has become unhelpful?

At Maranga working on culture is the natural extension of working in leadership and teamwork. It’s the soup that is created by all the human interactions in a business, and we have some useful insight into the human aspects of organisations.

New Zealand Rugby went through a restructure recently, and a new Culture & Wellbeing team of seven people was created. Some members of the team had worked together for a long time, and others were brand new appointments. The team leader chose to be proactive about forming a new team culture, so they asked my colleague, Maree Hoare, and I to spend two days working with them offsite.

We worked hard on whakawhanaungatanga, because making

a new whanau or family was exactly the mission. We drilled down to the purpose of the team’s existence and their value proposition, and then the real work of culture started.

We began the culture conversation by exploring how people want to feel at work as a way in to the behaviours they want to use; the stuff they will DO daily in their work. We ended with a clear and concise kawa, or set of protocols that the team will live by.

Culture grows and changes slowly. This team at New Zealand Rugby has established the foundation for a great culture. Maranga stands back now ready to support them further if required, but the work of nourishing great culture goes on inside that team and their wider organisation. These are just words and whilst they tell some of what we did, they don’t convey any of the power of the mahi. Talk to us, or we could put you in touch with some of our existing clients so you can get a sense of how working on your own organisation’s culture could look and feel.

Contact Jon at 027 546 0263 • jonolasenby@gmail.com

“Jon and Maree worked with my team at NZR over two days to really clarify our offering and our culture. The process of working with these two great humans was fun and profound. We came out with a clear sense of how we can be effective together and the difference that we can make.”

NATHAN PRICE
CULTURE & WELLBEING
MANAGER
NEW ZEALAND RUGBY

Planning & Implementing

Business Planning with Manoli Aerakis from Malloch McClean



Post-lockdown, we have been working with a number of businesses, planning for the current business environment. The series of Building Blocks we have created for the Chamber is all about helping business owners get themselves into the possible position to thrive. The value of spending the time to work on the business is so important and even more so right now.

We have seen a number of great results and outcomes for business owners who have

attended our workshops and individual sessions.

One that I would like to share with you is a tourism business with 70% of its customer base consisting of international visitors. On face value, you would have thought this business would be in serious trouble, but by working through a business recovery plan, we identified a number of opportunities which they can explore and implement.

On our recent check-in, they made these comments: “The plan and implementation is actually going really good. [We have

been] getting stuff done, having weekly toolbox sessions, and have been rattling through the jobs.”

Another business gave us this positive feedback following a planning session. When asked, “Would you recommend a business planning session? If so, why?” his response was, “Yes, it gives you more understanding of your business and how to achieve your goals.”

Contact Manoli at 03 545 6565 manoli@mmca.co.nz

Bookkeeping: Know Your Numbers

Bookkeeping Support with Carla Jehle from Sound Choice



Belonging to an industry body is common for people who work for themselves. Annual conferences are usually a highlight,

providing industry updates, professional development and networking opportunities. Well, not so much in 2020...

The New Zealand Bookkeepers Association was fortunate to get together eventually, celebrating ten years of ‘Supporting New Zealand’s best bookkeeping professionals.’ I was privileged to join the Napier Conference in November 2020.

Humans are social creatures. With an air of gratitude, participants and stallholders soaked up the opportunity for real human contact and face to face interactions. Everyone enjoyed being together in a year that’s been heavily shaped by social distancing and isolation.

I have been a member since 2015. The association, which trades as Institute of Certified New Zealand Bookkeepers (ICNZB), is focussed on the continual development and professionalism of its members, and education of the general public on the value of bookkeeping.

Bookkeepcon20 was an outstanding event, truly reflecting the association’s mission in action: Empowering bookkeepers to be trusted and valued business professionals.

Bookkeepers were recognised as ‘first responders’ and ‘fourth emergency service’

during and post Covid-19 lockdown, committed to helping businesses with an all hands-on deck attitude - quick, caring, above and beyond the call of duty. The association jumped in, offering weekly national forums to back us by providing a safe environment to seek any assistance we required to navigate the flood of support requests from our clients up and down the country.

It was not surprising that the conference themes revolved around resilience, stress management and creative ways to support small businesses make smart financial decisions and build a team of trusted experts around them.

Inspirational New Zealand speaker William Pike brought home our vulnerability as human species in the forces of the natural world. We have the power to adapt our goals when times are tough. He encouraged us to never give up and not underestimate ourselves. His three tips for business owners:

1. Consistently step out of your comfort zone to become better, greater, faster
2. Know where you are now and be honest about the current state of your business
3. Restate your long-term vision for yourself, your whanau, your business and bloody go for it!

A dream of the association became a reality in 2019, when legislation was

passed allowing New Zealand bookkeepers to become bookkeeper agents with Inland Revenue. However, the value of bookkeepers in the New Zealand economy is still highly underrated.

Excellence Awards were presented to those applying high calibre expertise and giving back to the business community. Bookkeepers make a big difference to countless small businesses in New Zealand every day.

The value that bookkeepers bring to small business is knowing what you don’t know and providing certainty in the data that business owners need, especially in uncertain times.

In short, a bookkeeper ...

- is your trusted advisor who knows your numbers inside out
- helps you take control of your finances - putting words behind numbers
- keeps track of the intricate details – reviewing your data daily, weekly, monthly or even bi-monthly
- takes the pain away from the financial management of your business

What did I take home from Bookkeepcon20? Software is not expertise, it’s a tool. Collaboration and a community of professionals with a wealth of experience are key to my success. I would not be able to serve my clients in the way I do without this bunch of lively, curious, deeply caring and highly skilled fellow number crunchers.



If you need support, our fabulous local bookkeepers are here to help. Building financial skills or outsourcing your bookkeeping avoids the business killer mistakes made by 63% of small businesses who fail in their second year.



Contact Carla at 021 124 2050 or carla.jehle@soundchoice.nz

Planning Your Strategy

Marketing Strategy with Chris Butler from [The Marketing Studio](#)



The Marketing Studio provides consultation, planning and marketing services across multi-media platforms.

We offer a clear focus on your direction and target market. With effective ideas and better planning, we will help you achieve improved results for your marketing strategy.

Here are 5 tips to consider when planning your strategy:

Tip 1: Research. Before you introduce any product or service into the marketplace, do the market research first! Find out where you sit in the market compared to others. Understanding


competition and people's wants and needs will create new horizons.

Tip 2: Plan. A solid foundation for a marketing plan comes from your initial research. Establish who your competitors are and where you stand in the market, define what it is you are selling and who you are trying to sell to. Establishing this clear vision around the 4P's is the core of your marketing plan.

Tip 3: Implement. Breakdown your marketing plan into 12 month and 12 week plans to make tasks more manageable. Establish who is going to do it. When are you going to do it? And what mediums are you going to use?



Tip 4: Mediums. The three main factors to consider when choosing your mediums are - your message, your audience and your budget. By considering each of these factors you can fully optimise your promotions successfully.

Tip 5: Measure. You need to establish what you consider success to be. What is the purpose of your marketing plan? Once you implement your marketing initiatives you need to have systems in place to measure the outcomes related to your goals. 

Contact Chris at 03 546 8269
chris@themarketingstudio.co.nz



THE LION FOUNDATION

Young Enterprise Scheme

Nelson-Marlborough Regional Winners 2020



Pathways to Primary — Waimea College

Bree Anderson, Emma Fox, Nadia Cregeen, Toby Collett and Moab Heynekamp will travel to Wellington to represent the region at the YES national competition in December. Their card game series, Pathways to Primary, raises awareness of the career opportunities in the horticulture sector.

The Chamber along with sponsors OneFortyOne, NRDA and NMIT is proud to support young enterprise in the region and wish the team good luck at the nationals and into the future!

Natures Hands — Marlborough Girls College

Winners of the Environmental Award: for a team that has created a product or service that is either recycled/upcycled or reusable.



Attyr — Nayland College

Winners of the Collaborate Award: awarded to the team which, despite various challenges over the course of the year, has worked well together and in their external relationships.



Frostbite — Waimea College

Winners of the Innovation Award: awarded to a team for significant innovation in aspects of the product and service and business processes.



Knotted — Nelson College for Girls

Winners of the Creativity Award: given to a team that has a creative product or service and which has adopted creative initiatives in its promotion.



Photos by: [Tim Cuff Photography](#)

Special thanks to our Nelson / Tasman / Marlborough regional sponsors:





Upcoming Events

DEC 08	<p>Measuring Your Footprint Lightly Presented by: Businesses for Climate Action When: 09:30 - 11:30 Where: Mahitahi Colab, Nelson</p>
DEC 15	<p>BA5 Christmas Party: Plant & Food Research Presented by: Findex When: 17:15 - 19:00 Where: 293 Akersten Street</p>
FEB 03	<p>Managing Teamwork & Culture: In the New Normal Presented by: Jon Lasenby, Maranga When: 09:00 - 11:00 Where: Crombie Lockwood, Richmond</p>
FEB 17	<p>Process Excellence: Standardised Work & Effective Training Presented by: Liam Taylor, 8 Steps When: 14:00 - 16:00 Where: Crombie Lockwood, Richmond</p>
FEB 18	<p>Measure Your Full Carbon Inventory When: 09:30 - 11:30 Where: Mahitahi Colab, Nelson</p>
FEB 23	<p>Sales Made Simple: Getting More People to Say "Yes" Presented by: Bruce Wilson, Action Coach When: 09:00 - 11:00 Where: Mahitahi Colab, Nelson</p>
FEB 25	<p>Bookkeeping Essentials: Take Control of Your Business Finance Presented by: Carla Jehle, Sound Choice Business Support When: 10:00 - 12:00 Where: Mahitahi Colab, Nelson</p>

Meet the members

Introducing the newest members to our business community.

MUNRO DENTAL

Munro Dental is a friendly, progressive, and innovative dental practice in the heart of Nelson. The practice offers comprehensive general dentistry, cosmetic dentistry, and hygiene care, with a commitment to providing the highest quality dentistry for both patient health and aesthetics. Each patient is treated in the context of their overall general health, not just their dental health, in a brand new purpose built practice in the centre of the city.

The principal dentist, Alex Munro, graduated BDS in Otago in 1995 and considers making patients feel relaxed and comfortable as much of a priority as skilled dentistry. Every patient is aware of all factors that may be influencing their dental health in order to minimise future problems. Munro Dental is accepting new patients today.

E: hello@munrodental.co.nz
 T: 03 548 0000 W: munrodental.co.nz



It's time for a knowledge base. Workers are spending up to 23% of their time searching for files and information. Data is everywhere and it can be hard to know where to focus, or where the needed resources are to support the next actions. But there is a solution.

When you implement a knowledge base, information can be structured and connected in such a manner that what's relevant, will float naturally to the top, ready to be acted on. Instead of wasting time looking for data, you can be getting more (of the right) things done.

James is a pragmatic technologist with 30 years experience who has been able to help a number of local businesses and would be delighted to receive a call or an email from you if you are curious to learn more.

E: james@pinginsights.nz
 T: 021 252 0653 W: pinginsights.nz



Tim's Garden has been helping Nelson residents get the most out of their gardens since 2016. Locally owned and operated from Gloucester Street, Tim's Garden offers everything from landscape architecture, planting consultations, general maintenance, landscaping through to gardening supplies.

Our goal is to help our clients to better utilise their outdoor space and to grow their own fruits and vegetables – whether it's to save money, eat healthily, or just enjoy the outdoors.

Come and speak to one of our friendly staff at 26 Gloucester Street.

E: info@timsgarden.co.nz
 T: 03 539 1122 W: timsgarden.co.nz

HEARTLAND

Heartland Bank Limited is a 100% New Zealand operated and managed bank, with roots that stretch back to 1875.

Heartland's focus is on providing banking products through online channels to make it easier for customers to bank. Heartland was awarded Canstar's Savings Bank of the Year 2020, is the leading provider of reverse mortgages in New Zealand, and provides business, vehicle and rural loans.

Brenda Peach is Heartland's business Relationship Manager based in Nelson, looking after customers in the top of the South Island. Brenda has many years' experience assisting SMEs in a wide range of industries to achieve their financial goals. She would welcome your enquiry into how Heartland can help you update your plant and equipment or with other opportunities to grow your business.

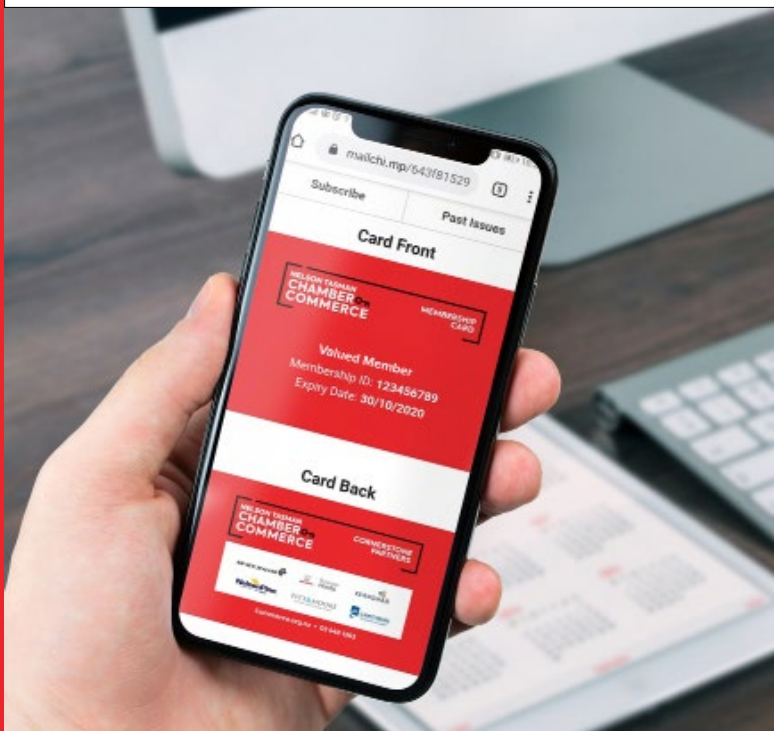
E: brenda.peach@heartland.co.nz
 T: 027 551 0224 W: heartland.co.nz

Are you making the most of your membership?

You and your staff can access big savings with our national partners.



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



Don't forget about the Stocard app!

The Chamber has now gone digital. With just a few simple steps, your membership card can be loaded into Stocard and taken with you, or your staff, anywhere.

