

NELSON TASMAN  
CHAMBER OF  
COMMERCE

# COMMERCE COMMENT

SPRING 2020

# KEI A TĀTOU

A scenic landscape at sunset. The sky is filled with vibrant orange and yellow clouds, with the sun low on the horizon. In the foreground, a grassy hillside is covered with large, dark rocks. A person wearing a hat and a child are standing on the hillside, looking out over the landscape. In the background, there are rolling green hills and a body of water, possibly a bay or a wide river, under the dramatic sky.



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## From the CEO

Ali Boswijk  
 Chief Executive, Chamber of Commerce

It would be fair to say that there have been times over the past few months when the light at the end of the tunnel has been a bit dim. However, a real highlight this year has been our involvement with the Young Enterprise (YES) and the students who are taking part in the programme. The aim of YES is to inspire young people to discover their potential in business and in life, and they have certainly inspired us with their unconstrained thinking, innovation and passion. We wish them luck with the regional finals which will take place on 29 October. The winning business will then go on to represent at the National Finals in Wellington towards the end of the year. Exciting. I would also like to take this opportunity to thank our many YES mentors and coaches who have supported the teams and our all-important sponsors OneFortyOne, the NRDA and NMIT.

We are now moving into the next stage of Project Kōkiri's cross-sector campaign, We've Got This/ Kei a tatou. Just to recap, the campaign has three key objectives; to build confidence and pride in the region, to support local businesses and generate national exposure for Nelson Tasman. With Phase One now complete, over the

coming months we will be focused on shining a light on Nelson, its businesses, and as a place to visit.

As has been said many times, and will no doubt continue to be said for months to come, we are living in uncertain times. Here at the Chamber we have become quite adept at changing tack quickly to deliver events and workshops online. We have also been able to host our Findex BASs and the launch of the Export Hub, albeit with restricted numbers. Sadly however, the ongoing uncertainty surrounding alert levels and the need to socially distance ourselves has meant that we have made the decision to cancel our November event. As you may recall, we were planning an alternative to Aspire with an element of showcasing and celebrating businesses. Unfortunately, given the time and resources required to deliver an event of this scale, we could not run the risk in the time now available. That being said, as we move towards the end of the year (and I am sure for many of us it can't come soon enough), we are planning a number of networking events including our ever-popular Christmas Findex BAS. Watch out for more information in our weekly newsletter or on our Facebook page. ☺

# SENDING NEW ZEALAND EXPORTS TO THE WORLD

## Exporting Hub Bub



We kicked off our new export hub with compulsory celebrations hosted by our hub sponsor, Port Nelson. The room was abuzz with the chatter of established connections and the making of new ones. We've since set in place a few export events, so if you're interested in sharing your products with a global market, make sure we have your contact details. Send yours to [britt@commerce.org.nz](mailto:britt@commerce.org.nz).

### What do you need guidance with?

We've had offers from local agents and intermediaries willing to help you navigate the complex and the unknown. Get in touch with us to use the Facebook page [@portnelsonexport](https://www.facebook.com/portnelsonexport) hub to pose your export questions.

### Export Documentation

Certain exports need export documents to be certified (authenticated) by a Chamber of Commerce. The Nelson Tasman Chamber of Commerce provides a certification service for Certificates of Origin (both manual and electronic) and other trade documents, including Certificates of Manufacture and Certificates of Free Sale. You'll find document information and template on our exporting page.

For more information, please visit <https://www.commerce.org.nz/exporting/port-nelson-export-hub>. ☺

## Next Event

**Exporting 101 (webinar)**  
 21 October 2020  
 1:30 - 3:30pm

**Summary:**  
 MPI's Exporter Regulatory Service (ERAS) supports New Zealand exporters by making it easier to understand MPI requirements to export. This free webinar has key information you need to know before you start exporting. It is ideal for new or existing exporters who want a better understanding of requirements and how the ERAS team can help. There is plenty of opportunity to ask questions during the webinar.

### Topics:

- MPI role in exporting
- How other government agencies can help
- NZ legislation requirements for exporting
- Understanding market access information
- How ERAS team can help

To register for this event, please visit: <https://www.commerce.org.nz/event/exporters-101>.

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\*10% discount applies for new clients only for the first 12 months.





THE LION FOUNDATION

# Young Enterprise Scheme

**YES companies are now in their first selling cycle, and this challenge is all about SALES.**

**Support these budding entrepreneurs. Checking out their products by clicking on the links below — and get shopping!**

Company Name	Description
<a href="#">Attyr</a>	Tyre sandals
<a href="#">Bee-Cycle</a>	Recycled beeswax food storage
<a href="#">Blush</a>	Flowers worth remembering
<a href="#">Boxed Up</a>	Gift boxes
<a href="#">Clean Me</a>	Soap with a toy
<a href="#">CRYSTL</a>	Organic streetwear
<a href="#">Dr Herb</a>	Mixed herbs producer
<a href="#">Eco Faced</a>	Makeup wipes
<a href="#">EdiBowls</a>	Edible food bowls
<a href="#">Frostbite</a>	Frozen yogurt
<a href="#">H&amp;K Cupcakes</a>	Cupcakes for high-intolerance eaters
<a href="#">Keep N Fresh</a>	Fruit spray to prevent browning
<a href="#">Knotted</a>	Fabric headwear & face masks
<a href="#">LeMade</a>	Sugar-free lemonade
<a href="#">Linking You</a>	Youth employment
<a href="#">Love U</a>	Natural, chemical-free makeup remover
<a href="#">Luma and Ro</a>	Garment rentals
<a href="#">Mellow</a>	Improving sleep quality
<a href="#">Nature's Hands</a>	Environmentally-friendly serving boards
<a href="#">NMA</a>	Nelson Music Agency
<a href="#">Noble</a>	Natural cleaning spray
<a href="#">Pimp My Ride</a>	Car safety kit video
<a href="#">Reboot</a>	Upcycled bottles to premium products
<a href="#">Scrumdiddly Tum</a>	Chocolates with superfoods
<a href="#">SMEW</a>	Online shopping validation
<a href="#">Style Selective</a>	Upcycled clothing
<a href="#">Supa Sauce</a>	Quinoa-based sauce
<a href="#">Thrifts</a>	Buy/sell preloved clothing
<a href="#">Tight Taps</a>	Tap tightener
<a href="#">UpCycled Chains</a>	Upcycling bike chains to jewelry
<a href="#">What's Next?</a>	Careers for school leavers

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



# How safe is your customers' sensitive information?

As more and more sensitive and confidential personal information is stored digitally, there is an increased obligation on all businesses to ensure that they have the processes and tools in place to protect that information, not only from cyber threats but also from unintentional sharing outside the business.

Data Loss Prevention (DLP) is a strategy for making sure that people do not send sensitive or critical information outside the business network. The term is also used to describe software products that help a network administrator control what data people can transfer safely.

Your client trusts you and your business with their sensitive information, and ensure that trust is well placed.

In addition, the advent of cloud-based services has seen a rise in compliance requirements. Depending on the nature of your business, it is possible that there are a number of compliance standards that you need to adhere to in terms of protecting this information. Do you know what those standards are, if they apply to you, or if you have the appropriate tools to ensure that your business is complying?

Microsoft's 365 E5 compliance plan includes Data Loss Prevention, which allows your business to implement policies to:

- Identify sensitive information across many locations, such as Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams. As an example, you can identify any document containing a credit card number.



- Prevent the accidental sharing of sensitive information. As an example, you can block access to information being shared outside your business by either blocking access to the document or blocking an email that is being sent.
- Monitor and protect sensitive information in the desktop versions of Excel, PowerPoint, and Word.
- Help staff learn how to stay compliant without interrupting their workflow.
- View reports showing content that matches your organisation's DLP policies.

To learn more about Data Loss Prevention and the features of Microsoft's 365 E5 compliance license add-on, talk to one of the Blueberry Bunch today.



Microsoft Partner | 03 548 4923  
www.blueberryit.co.nz  
1/60 Achilles Avenue, Nelson







# This is NBS. This is banking for life.

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.

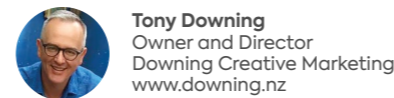
Back in the day our systems were all manual, it was very paper intensive. There was a lot of labour on NBS's part to deal with our paperwork. Now our systems are much more automated, and so are theirs. They've invested in modern banking systems and processes, and they're right up there. We're always 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](http://www.nbs.co.nz)  
0800 101 700



# Should I cut my marketing budget in a recession?



**Tony Downing**  
Owner and Director  
Downing Creative Marketing  
[www.downing.nz](http://www.downing.nz)

If your first reaction is to cut your marketing budget when faced with a downturn, you should think again. It takes courage to invest in marketing with so much negativity flying around. Research shows that those who stepped up their marketing in previous recessions enjoyed successes. Businesses that maintained or increased their marketing spend in the 1981 economic downturn grew by 275% over those that cut back. During the recession of 1991, businesses that increased their spending saw up to a 70% increase in sales. There were similar results for sales and profitability in the 2001 and 2007 downturns.

Marketing focuses on reaching new and existing markets, keeping your name in the customer's mind, and delivering leads to your salespeople. It's the vital sharp-end of business growth. So marketing shouldn't be the first cut-back.

**"A man who stops advertising to save money is like a man who stops a clock to save time."**

**-Henry Ford**

If competitors are withdrawing from marketing then opportunities will open up for you to jump into their place. It's not a time to pull back, rather it's a time to push forward. Even if you can't supply customer demand at the moment, you can still focus on building your brand with customers. Rather than focusing on short-term tactical sales, such as discount offers, allocate resources to promote your brand.

If you disappear from the mind of your customer, then they may forget you or a



competitor may take your place. History shows that recovery after a recession can be fast and furious. The unprepared often miss out on the economic upturn.

You will want to cut out any waste so it's important to focus your marketing efforts on what can be measured and delivers results. Be careful with the use of traditional activities, such as events, sponsorship, and generic media advertising. Focus on digital marketing that delivers sales results and therefore cash to the business.

To start with, identify problems your customers may have and then clearly communicate how your business can help solve those problems. Then select the best platforms to start communicating solutions with your customers.

It is unlikely that one marketing platform alone will deliver the results you are looking for. Here are platforms that we are working with and seeing good results from:

**A website** that has a clear customer journey and makes a clear value offer is vital. Having eCommerce enabled is essential for many retail businesses now. Writing good quality website content that answers customers' questions is still an effective way to generate inquiries.

Investing time and effort into a **CRM** (Customer Relationship Management) platform is an effective way to harness the power of digital. A good CRM comes

packed with tools to help you prospect for new business and convert people into customers. It provides support after the sale and ongoing communication with existing customers.

**Social media** can build a large audience that can be converted to customers in ways traditional media never could.

Like social media, **digital advertising** can reach new markets and increase your market share in highly measurable and affordable ways.

Don't forget **email marketing**. It is still a great way to retain a strong relationship with existing customers.

Lastly, direct contact either on the **phone or in person** is often the best approach.

So, keep your advertising expenditures up unless your short term survival depends on it. Be wary of switching from marketing that builds your brand to price discounting.

Keep sharing your brand good news, and if history is anything to go by the good times will return and so will strong sales and bigger profits.

Find the full article with references at [www.downing.nz/should-i-cut-my-marketing-budget/](http://www.downing.nz/should-i-cut-my-marketing-budget/).





# NMIT is ready to partner with local businesses bouncing back from lockdown

NMIT is ready to partner with businesses that want to upskill staff and bounce back strongly from COVID-19 lockdown restrictions.

The nationwide lockdown has affected New Zealand businesses to varying degrees. But all businesses are having to rethink how they operate in a post-lockdown world.

Difficult decisions around staffing, restructuring, downsizing, resource allocation, operations, possible layoffs and redundancies are being made all over the country.

It's a daunting prospect for any business owner, particularly those who haven't been through major upheaval before.

Businesses that adapt quickly and remain responsive to the evolving needs of the market will put themselves in the strongest position to thrive.

NMIT is available to partner with businesses, particularly those at the Top of the South that are needing to upskill or retrain staff in response to new demands.

Our range of short courses and certificates can be utilised by businesses to quickly add new skills and capabilities, and many diploma, degree and postgraduate programmes can be studied part-time and online. Or we could work with you to customise one especially for your needs.

If you are making the difficult decision to downsize, NMIT can work with you to provide career pathways, study options, and support for affected staff.

The world has changed and businesses are having to change with it. NMIT has proven its ability to adapt quickly to change, moving all of its programmes online within two weeks, allowing students to continue studying with minimal disruption.

Partnering with NMIT will help you to navigate change with confidence and get through these uncertain times constructively.

If you're looking to upskill or retrain staff for the new world of business, get in touch for a chat and see how we at NMIT can support you to do that.



Visit [nmit.ac.nz/business-employers](https://nmit.ac.nz/business-employers) for more information

## Think Ahead

Anga Whakamua

Elevate your career by retraining or adding to your skill set.



Book a career conversation (15-30 minutes) and we will work with you to discuss your goals, study options and how to fit study around your commitments.

[nmit.ac.nz/think-ahead](https://nmit.ac.nz/think-ahead)

APPLY NOW



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

# WE'VE GOT THIS NELSON TASMAN

As most of you will be aware, there's been a Nelson Tasman promotional campaign extolling our region's virtues both to ourselves and the rest of the country. *We've Got This!* we've been reminding ourselves and enlightening everyone else, and as Project Lead, Ali Boswijk and the Chamber by association, have been heavily involved in the campaign strategy and implementation.

Our thanks to everyone for enthusiastically embracing the promotion. It's brought an opportunity for light-hearted loyalism at a time when humour and unity have become crucial vehicles to drive us on this surreal roadtrip. Plus, we've got a zillion things worth bragging about so, let's. From natural attractions to clever businesses; arts, culture, and successful sports teams; restaurants and artisan producers. We've got a lot.

What you've been part of so far is only Phase One of the campaign. Expect a great deal of finger-pointing in the weeks ahead as buying local initiatives remain a key focus. In the meantime, here's some impressive figures from the campaign to date.

## We've Got This by the numbers

<p style="font-size: 1.5em; font-weight: bold;">360</p> <p>Launched as a <b>360 campaign</b> across physical, print, web, social and radio.</p>	<p style="font-size: 1.5em; font-weight: bold;">360,000</p> <p>Over <b>360,000 video views</b> across Facebook and Instagram which equates to over 1,400 hours of Nelson Tasman content consumed.</p>	<p style="font-size: 1.5em; font-weight: bold;">2,500</p> <p>Over <b>2,500 submissions</b> of locals "This" across social media platforms.</p>	<p style="font-size: 1.5em; font-weight: bold;">700,000</p> <p>Through our own Nelson Tasman channels alone, we've <b>reached over 700,000 people</b> (not including partner pages or any user generated content).</p>
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### Bowaters are proud to stand alongside the Nelson Tasman Chamber of Commerce.

It is with a great deal of pride that Chris Bowater and the team at Bowater Hyundai are continuing to carry on the support of the Nelson Tasman Chamber of Commerce with this stunning new vehicle for Ali and her team. The all new Hyundai Venue represents a new dimension in Hyundai technology, and will be the perfect vehicle for the Chamber team to travel the region far and wide as they continue to support our local business community in all of the good work that they do.

The all-new Venue is the newest addition to our Hyundai SUV range at Bowater Hyundai. It comes packed with the latest connectivity and safety features and is distinguished by its unique colour accents and funky interior design. A smaller sized SUV means a more car like driving experience, and easier parking whilst not compromising on interior space. We have plenty of different options to test drive right now, along with the rest of the Hyundai range in our centrally located showroom.

## COME IN AND CHECK OUT OUR ELECTRIC VEHICLE RANGE

### 2020 Hyundai Ioniq PHEV



**1 ONLY \$49,990**

### 2019 Hyundai Kona ELECTRIC



400km plus on a single charge, stunning Pulse red

**\$74,990**

### 2018 Hyundai Ioniq HYBRID



SAMPLE PHOTO

1.6 litre, 3.4 litres per hundred kms, only travelled 18,500kms

**\$28,990**

[www.bowaterhyundai.co.nz](http://www.bowaterhyundai.co.nz)

# Are your T&Cs and business contracts fit for purpose?



Rhys Thompson  
Pitt & Moore  
[www.pittandmoore.co.nz](http://www.pittandmoore.co.nz)

All businesses in New Zealand have been impacted to some extent by Covid-19. For some businesses, Covid-19 has encouraged them to go digital. For others, it has required them redefine their business model, products and services, or “pivot.” For all businesses though, Covid-19 has meant implementing social distancing practices.

As we change the way we do business, it is important that our terms of trade and contracts remain fit for purpose.

Here are a few things you can check yourself to see if your terms of trade and business contracts are fit for purpose in this new Covid-19 environment:

- Are they appropriate for all new products and services you are offering?
- Will a lockdown cause you to breach your performance obligations?
- Are you obliged to keep paying fees for services you are not receiving due to a lockdown?
- If you encounter supply chain issues, does your contract have a mechanism to substitute products?
- Does your contract have a mechanism to take into account the potential for cost fluctuations?
- Do your timeframes and notice periods take into account periods where business cannot be conducted due to a lockdown?

- Does your contract have a force majeure clause?
- Can you terminate your contract if you have reasonable grounds to believe a customer may have become insolvent?
- In the event you breach your contract or cannot perform your obligations, is your liability limited?
- Does your contract acknowledge and allow you to enforce your social distancing requirements?

As Covid-19 continues, we are likely to see debtor days increase and more customers default or refuse to pay. There are a few things you can do now to increase your chances of a successful recovery of customer debts:

- Have a robust customer sign-up process and effective terms of trade;
- Incentivise timely repayment with discounts or penalise late payers with default interest;
- Consider requiring personal guarantees from customers that are companies;
- Consider securing your interest pending payment with a registered financing statement.

If you are selling products digitally for the first time, check whether your terms of trade cover the following:

- Do they have delivery terms and return policies?
- Do they address issues around product availability?

- Do they have clauses addressing user accounts, login, and internet security?
- Do they address issues around international customers (including specifying applicable currency, laws, and forum for disputes)?
- Do they deal with parental approval requirements?
- Do you have a privacy policy that deals with the collection of customer information?

If you do not have terms of trade or your terms of trade or business contracts are no longer fit for purpose, talk to your local lawyer or contact Rhys Thompson at (03) 545 7899 or [rhys.thompson@pittandmoore.co.nz](mailto:rhys.thompson@pittandmoore.co.nz).

*Pitt & Moore are 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.*





GLOBAL LOGISTICS SPECIALISTS

Tailor-made solutions for international sea and air freight

### Your global logistics specialists

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

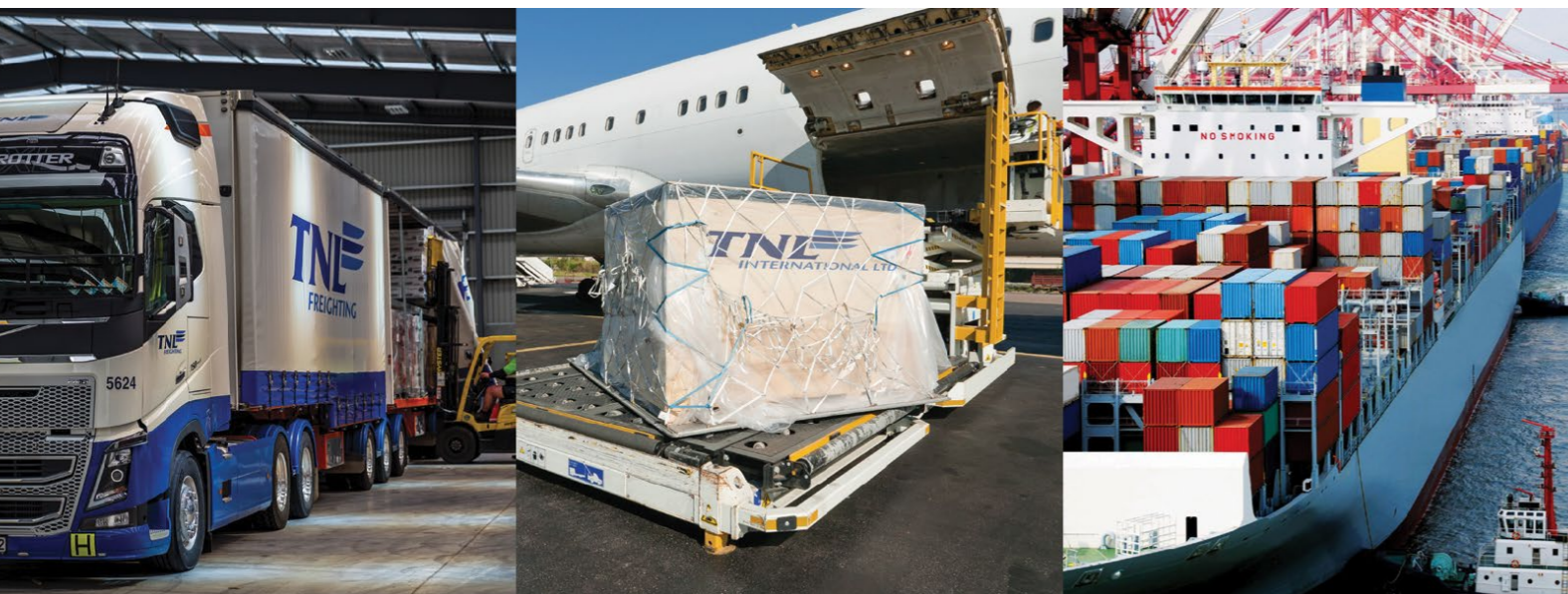


Image credits: Children & moss by Tim Cuff, Hi-vis vests by Tim Cuff, Tasman Rugby by Shutterport.co.nz.

# OneFortyOne — Sponsoring the Nelson Tasman community

When times are tough, we rely on the support networks within our community to sustain those things we hold dear. Sponsorship has been an important way for us to engage with our community for many years. It's not something we've talked about a great deal in the past, as we've always preferred to support from the sidelines, but recently a number of people have asked us for more information about what we support and why.

At OneFortyOne, we use sponsorship to support people (promoting individual and community well-being), ideas (contributing to culturally vibrant and sustainable communities), nature (acting on environmental challenges), and education (supporting education and training) in the Nelson, Tasman, and Marlborough regions in which we operate.

Some of the organisations and initiatives we support in Te Taihū — the Top of the South — include the Kea Conservation Trust, Tasman Rugby, the Nelson Tasman Chamber of Commerce, the Young Enterprise Scheme, research into sedimentation in collaboration with the Cawthron Institute and Manaaki Whenua — Landcare Research, and our

annual schools' tree planting and education programme in Coronation Forest, near Nelson. While sometimes our sponsorship is in the form of money, some of our significant sponsorship contributions are 'in kind' and take the form of materials, equipment, or the time and resources of our employees.

Our annual Coronation Forest planting event, for example, involves significant time and resources from some of our employees who organise and deliver this important programme for a week every August or September. We have also provided assistance with groundworks and earthmoving equipment to help build new tracks for cyclists and walkers using the Great Taste Trail.

We are continuing to support our community via sponsorships during Covid-19.

An example of an ongoing sponsorship is our collaboration with the Brook Waimarama Sanctuary. We have supported the Sanctuary since 2014 when it was in a pivotal fundraising and development phase. From 2014 to 2018, we contributed \$30,000 to the Sanctuary. This year we have offered the Sanctuary an in-kind contribution, supplying 60 new hi-vis vests

for the Sanctuary's hard-working staff and volunteers and some additional assistance to help the Sanctuary raise its profile in the community.

"For us, business success is as much to do with the way we go about our business as it is about the results we achieve," says Lees Seymour, Executive General Manager — New Zealand for OneFortyOne. "Supporting the community is one of our core values and that won't change."

**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

NELSON TASMAN  
CHAMBER   
COMMERCE

With our new line up of Business Building Block Workshops, presenters share some stories about past clients, their journey walking alongside those businesses, and how an investment can make real change. To find out more about the presenters, visit their biographies [here](#).

## Upcoming Workshops

**Do a Business Diagnostic & Experience Benefits of a Board of Directors**

[ 29 September, 2020 | 10:00 - 12:00 | Mahitahi Colab ]

Presenter: Alfredo Puche, The Alternative Board. Get valuable real-world advice and leave with goals and new ideas for your business. Experience the different roles played in a Board of Directors and benefit from the collective wisdom as large businesses do. Do a Business Diagnostic and Experience the Benefits of a Board of Directors for SMEs.

**Strategies for Staying Calm in Anxious Times**

[ 13 October, 2020 | 14:00 - 16:00 | Mahitahi Colab ]

Presenter: Don Johnson, CalmBodyCalmMind. This workshop is a thoughtfully designed & curated cutting-edge fusion of neuroscience, embodied practices, breath work & mindfulness program. It invites participants to develop resilience in the workplace & beyond, learn how anxiety affects the brain & body, identify early signals of anxiety and stress, and learn three key strategies for a calm body and mind.

**Implementing Your Plan & Media Decisions**

[ 21 October, 2020 | 17:00 - 19:00 | Crombie Lockwood Boardroom ]

**Priorities of Leaders after COVID**

[ 27 October, 2020 | 17:00 - 19:00 | Mahitahi Colab Boardroom ]

Presenter: Jon Lasenby, Maranga Ltd. This workshop will draw on some of the best established models of leadership and take account of the current stage of recovery from the pandemic.

**3 Essential Tools for Running a Smarter, Better Business**

[ 10 November, 2020 | 9:30 - 11:30 | Crombie Lockwood Boardroom ]

Presenter: Manoli Aerakis, Malloch McClean Tasman. Join Manoli Aerakis at this workshop to learn the three most powerful tools for business success and how to use them.

**Lean Fundamentals & Reasons for Success or Failure of Implementation**

[ 17 November, 2020 | 10:00 - 12:00 | Mahitahi Colab Boardroom ]



# Lean Fundamentals

Lean Fundamentals for Success with Liam Taylor from [8 Steps](#)



Over the last five years, 8 Steps has been fortunate to work with award-winning, class-leading businesses of all sizes across many sectors New Zealand-wide.


Within the Nelson region, one of our stand-out clients is Pic's Peanut Butter. We have worked with Pic's for over two years to-date. Although still a relatively young business, Pic's has grown exponentially over the last few years and has withstood recent challenges such as a site relocation/expansion (always a challenge, especially when up-scaling), raw material supply, and of course, the recent and still current COVID-19 situation.

As an overview, we are working together to develop robust systems and frameworks, with strong focus on two of the most important elements of business in general — people and processes. This is done through the application of best practice, Lean-oriented techniques and

methodologies. All activities are aligned to the strategic direction of the business.

When we work with clients, the overall aim is to develop capable and resilient businesses with change-capable cultures. This is relevant now more than ever.

As a rule, the detail of what we cover (and how) remains confidential between us and clients. Approaches are tailored towards each client's specific needs. There are no cookie-cutter approaches undertaken.

Some of the overarching themes will be covered in our forthcoming BBB workshop in November. The subject, titled "Lean Fundamentals and the Reasons for Success or Failure of Implementation," will cover in detail what should be done or avoided if embarking on what we call a journey to best practice. 

Contact Liam at 021 933 238  
[info@8steps.co.nz](mailto:info@8steps.co.nz)



***"Liam has a lot of knowledge in best practice methodologies and works together with the team to assist with clarifying which tool works best in which situations. While there is still much for us to learn, we will continue to adapt and utilise those parts that will improve our business."***

**JULIE IBBOTSON,  
SAINT CLAIR FAMILY  
ESTATE**

# 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](mailto:manoli@mmca.co.nz)





# Gnarly Communication

Leadership & Team Development with Jon Lasenby from Maranga



Flexibility defines Maranga Ltd.

We are a new training and development consultancy based in

Nelson, specialising in leadership and team development and individual professional growth.

Jon Lasenby is the mainstay of the business, but a network of excellent trainers and other specialists can be activated quickly to take on larger projects.

Two case studies from the last 12 months illustrate well Maranga's flexibility and the range of ways we can have an impact in an organisation.

Jon approached Nelson Marlborough Health in 2019 through their organisational

development unit seeking leadership development work, but was asked in the first instance if he could design a training package for delivery across the organisation covering "difficult conversations." An eight hour "Gnarly Communications" workshop was born, piloted, tweaked, and is now being delivered across NMH sites monthly (Covid permitting). An urgent need is now being met with very tailored, high-quality, frequently updated training.

At the other end of the scale, Puro NZ, the record-breaking medicinal cannabis start-up in Marlborough, were looking for someone who could help them to preserve the existing powerful company culture over the next few years of planned exponential growth. Their networks led them to



MARANGA

Maranga and we were quickly able to work with them to a) get really clear about what the current company culture actually is, and b) place that culture at the centre of the business so that it can't be left out, forgotten, or overridden in the maelstrom of rapid growth in a brand new sector.

Now we are working with Puro to create a framework of leadership and management development that will ensure they have excellent people working well together and continually learning at all levels of the organisation.

These two cases are not as different as they might seem. At Maranga, we are intensely curious about how people work with each other, and we have decades of experience of training and development which allow us to design tailored solutions to our clients' needs.

Contact Jon at 027 546 0263 • [jonolasenby@gmail.com](mailto:jonolasenby@gmail.com)

# Converting Sales Right

Business Coaching with Bruce Wilson from Action Coach



I was approached by a local business owner who was presenting sales quotes but having a low acceptance rate for new work.

We sat down and worked out a number of steps resulting in a very successful outcome. Here's how we did it:

You can't improve what you don't measure, so the first step was to determine the number of quotes offered per week and the number accepted within the next three weeks. Their conversion rate was 37%.

We then flowcharted their sales process from initial inquiry to final payment and delivery. We listed essential scripts at each step on the flowchart and attributed the tasks to the best person. This resulted in an immediate time saver, removing

responsibilities from the sales team and reallocating to administration staff with the skillset. Key information was also gleaned at the initial inquiry stage to qualify a prospect's readiness to buy, and appointments were prioritised with the most likely prospects.

In addition, a flyer was produced with a written guarantee and unique selling proposition highlighting what was special about the company. These increased the feeling of confidence by potential customers at the most critical time in the sale process — the decision to purchase.

Instead of a quote form, a customer-specific action plan was designed with pricing in the appropriate place and the most important wishes of the buyer noted. My client committed themselves to a faster

**ActionCOACH**  
business coaching

quote turnaround of less than 24 hours, plus personal delivery of quotes above a certain value. I also coached them on how to ask for the sale every time as a specific point in the conversation and they now follow up their quotes on a scheduled basis until the potential customer has made a decision one way or the other.

After a few sessions of sales coaching, my client was very pleased to see their sales conversion climb from 37% to 53%, plus they saw a bonus increase in the number of quotes accepted on the day of presentation. If you would like to know how this process would work for your business, get in touch!

Contact Bruce at 021 636 629  
[brucewilson@actioncoach.com](mailto:brucewilson@actioncoach.com)

# Marketing Your Future



Marketing with Chris Butler from The Marketing Studio



We asked one of our clients, Mabin House Body & Skin Sanctuary, about how they felt a collaboration with our business had added value to theirs. Here's what they had

to say:

**How has The Marketing Studio assisted you in your business?**

I started out in a studio basement with no website, no marketing strategy, and no idea how to communicate with potential and existing clients. The Marketing Studio developed a marketing strategy and website and offered ongoing support to us. When we decided to expand, we revamped our website and started engaging with social media more consistently.

**What benefits did The Marketing Studio bring to your business?**

We have increased our clientele by quite a margin, due to the various marketing initiatives and in return, increased our revenue. We love having ongoing support and a really solid relationship with a lot of trust built and we strongly feel we can rely on The Marketing Studio to put forth the kind of material that is relevant to our industry and us personally.

**What have those benefits done for your business?**

We believe we've become a unique business and that we stand out amongst others that offer similar services, simply through the way our branding comes across, the professional look of our website, and the ability to develop fantastic long-term, authentic relationships with our clients. Those benefits have helped us increase revenue and become incredibly proud of our business.

***"We believe we've become a unique business and that we stand out amongst others that offer similar services, simply through the way our branding comes across, the professional look of our website, and the ability to develop fantastic long-term, authentic relationships with our clients. Those benefits have helped us increase revenue and become incredibly proud of our business."***

MABIN HOUSE BODY & SKIN SANCTUARY

Contact Chris at 03 546 8269 • [chris@themarketingstudio.co.nz](mailto:chris@themarketingstudio.co.nz)





# Far Beyond the Numbers

Bookkeeping Support with Carla Jehle from [Sound Choice](#)



Sound Choice  
BUSINESS SUPPORT



Start-up entrepreneur Julie is a self-driven individual. She is a master at creating cutting-edge arts-based projects serving under-privileged communities. She is really good at building and leading effective teams. However, Julie would probably flunk basic bookkeeping.

Julie reached out for help. Carla Jehle, experienced bookkeeper and owner of Sound Choice Business Support was a saving grace for Julie. In a couple of meetings, they clarified Julie's income streams and reporting requirements for expenses, how to manage overheads, home office and motor vehicle costs, and how to set up online software. Julie's stress dissolved thanks to Carla's guidance, monthly checklists, and on-going support around GST returns. Having a system gave Julie the confidence to apply for government grants and increase the impact of her vision. With a renewed peace of mind, Julie was able to funnel her best energy into her meaningful projects again.

In Julie's words: "Carla has been patient and supportive, bringing me along for the bookkeeping journey so I can manage my business more effectively and with more autonomy. I would recommend Sound Choice to anyone that needs

business support, as Carla has been really responsive to my individual needs. The added bonus is that she really encourages you to understand what is going on with the numbers so you can grow your business in a healthy and sustainable way. Thanks Carla! Sound Choice is the best!"

Summary: Being masters at creating great products and services, building effective teams and winning over customers is not enough for the success of a business.

Establishing a clear financial picture as soon as possible will make a big difference. Building financial skills or outsourcing your bookkeeping avoids the business killer mistakes made by 63% of small business owners who fail in their second year.

Contact Carla at 021 124 2050 or [carla.jehle@soundchoice.nz](mailto:carla.jehle@soundchoice.nz)



What does your business need?

**CLICK HERE**

THE HONESTY BOX SURVEY

Project Kōkiri

NELSON TASMAN CHAMBER OF COMMERCE

We want to identify the **key economic development priorities** for the region, as determined by you. Your feedback will contribute to a briefing given to our Government post-election, so we encourage you to take a few minutes to provide us with a response. *Survey closes Thursday 01 October 2020*

# Getting Your Own Board



Scenario Planning with Alfredo Puche from [The Alternative Board](#)



As Peter Drucker said, "You cannot predict the future, but you can create it" — and the solution is to create scenarios. At minimum, you

should create two scenarios: the worst case and the probable case. You could add the best case if you want to.

Creating a scenario forces you to place yourself in a specific context, which can be out of normality, or focus on extreme conditions. This may create uncertainty or even fear, but it also provides clarity on what you could do in a particular situation in order to achieve your goals. Once your goals for each scenario are clear, then you need to make a plan for each scenario and its set of goals.

Working with scenarios helps you to create certainty in a world of uncertainty. It allows you to be prepared for a wide range of possibilities, even those outside the scope of your imagined scenarios because, once

the exercise is done, you have a broader view of the operating environment.

The ensuing reality will be different to the scenarios you created, but there are two considerations here: the reality will generally fall somewhere between the worst and best case scenarios, and, most likely, will be closest to the probable scenario you created — and this is not a coincidence.

You will not be shocked or unprepared. You will be ready to take action, drawing on your thinking from the various scenarios considered.

How do you create good scenarios? Work with your team, do it with your coach, or get the help of your board. You will get more ideas and will cover more variables. Two heads are better than one. The resulting collaboration will be a more robust and certain position for you and your business, while your team will recognise your leadership and be more engaged in working towards your goals.

Contact Alfredo at 027 427 9172 or [apuche@thealternativeboard.co.nz](mailto:apuche@thealternativeboard.co.nz)

*"The Alternative Board helped us with scenario planning in the COVID lockdown. It was immensely beneficial. It allowed me to consider how to respond to the different situations we could potentially find ourselves in, and it was heartening to know that there was some rational thoughts and plans on how we could manage what was in front of us."*

RICHARD NEWSON,  
NELSON OPTOMETRY

# Calm Body & Calm Mind

Calm Body · Calm Mind

Anxiety Coaching with Don Johnson from [Calm Body · Calm Mind](#)



Every client wants their specific outcome to be covered. In one case with a client, we discovered that the benefits of the coaching

went far beyond the original desired outcome.

This is a case of a safety coaching programme that contributed to a Calm Body and Calm Mind, the effects of which went not only across teams, but into familiar and home life as well.

Contracted to run a nine-week coaching programme aimed at "re-wiring" the safety attitudes, beliefs, and practices of 31

people, the programme included several cornerstones of how to make a safe decision.

Amongst the most important was the ability to calm the nervous system and create a balanced position where conscious awareness was easily attained.

As the group developed their skill set along new awareness and learning, what started to happen was that some of the group took their new skills and shared it with others. The effect was that the calming influence was shared amongst a larger group and the benefits started to spread as well.

This wasn't the first time this had happened with a group either, other

programmes saw similar sharing amongst work colleagues and at home with family.

One spouse was to comment to the CEO, "I don't know what training programme XXX has been on, but it has been great to see the difference."

This shows us that given enough buy-in of these skills, the benefits spread wider than the original plan — positive unintended consequences.

Contact Don at 027 845 8882  
[don@calmbodycalmmind.co.nz](mailto:don@calmbodycalmmind.co.nz)



# Meet the members

Introducing some of our newest members to our business community.



Zephyr Marketing offers flexible marketing solutions and public relations service, working with organisations at the level they require. Options range from strategic marketing planning to establish a good foundation for future successful brand connection, to tactical marketing advice or implementation.

Zephyr can also assist with communication plans, managing an organisation's relationships with its public to assist greater understanding of the company's relevance. This might include establishing or enhancing social media interaction, copy writing for editorials, brochures, advertising and digital-based channels, or media releases and liaison.

Key areas of experience are tourism, hospitality, and food, with 18 years' consulting experience.

T: 021 590 191  
E: zephyrmarketing@xtra.co.nz



8 Steps was formed with the primary focus to assist New Zealand-based businesses who are aiming to become truly world-class or best practice — two terms that are often misquoted, however very relevant if New Zealand businesses are to fulfill their potential, whether domestically or globally.

Whether it's taking you through how to develop robust strategic plans or setting up a truly world-class working environment, they can help. Their new slogan "Nurturing Capability" means that their focus is not only nurturing capable businesses, but also the people within them.

8 Steps are the only Nelson-based listed provider of Callaghan Innovation's Better by Lean programme. They are a listed provider within the Regional Business Partner Network, with Liam registered as a business coach for The Icehouse NZ.

E: info@8steps.co.nz  
T: 021 933 238 W: 8steps.co.nz



Flying Kiwi Adventures provides a schedule of unique tours designed to enjoy an authentic taste of the beauty and excitement of New Zealand.

- 30 years of experience carrying thousands of travellers
- Qualmark endorsed to ensure a safe and professional experience
- Transport, accommodation, and most meals included
- Camping in unique spots by lakes, mountains, and beaches
- Small group size — a maximum of 26 with 2 guides
- Heaps of free activities and free use of bikes

Ask us about our custom tours for your group requirements in either the North or South Island.

E: info@flyingkiwi.com  
T: 0800 693 296 W: flyingkiwi.com



PeopleNZ is a Nelson-based coaching and consultancy company that delivers a growth programme called the Elevator. The Elevator provides the perfect platform to build or reinvigorate a multimillion dollar business.

PeopleNZ strongly believes that complete business clarity and maturity will deliver long-term sustainable growth. Each workshop in the Elevator has been designed to provide the knowledge, tools, and templates to fast track your future growth.

If you're looking for growth, long-term sustainability and/or an exit strategy, go to PeopleNZ's website to complete the free BizCheck maturity snapshot and find out your results, or organise a free 30-minute consultation call.

E: info@peoplenz.co.nz  
T: 027 588 9908 W: peoplenz.co.nz



Nelson Interiors provides professional commercial fit-out installations across the Nelson-Tasman region. They strive to make workspaces meet their potential for those that inhabit them, with a focus on quality customer service and on-time project delivery.

Specialists in suspended tile ceilings, internal doors, windows, and partitions, and soundproofing solutions, they guarantee quality workmanship by experienced and qualified tradesmen.

From small office renovations to multi-story fit-outs, Nelson Interiors can help make your office space function the way it needs to, as well as offering project management from start to finish. Free quotes available.

E: pberry@nelsoninteriors.co.nz  
T: 022 060 8048 W: nelsoninteriors.co.nz



What are you wanting from your business? Is it a "decent return," finding "work-life balance" or "wanting to grow?"

You are only as successful as how well you manage the performance of your business — that is, cashflow, technology, process, finding new customers, and your compliance obligations (insurance, tax, etc).

Find out which parts of your business are working well, and which require help. We will work with you to improve your business and establish a best-in-class approach.

We are different to your normal business advisory firm as we have experience and expertise in all aspects of business and not just the numbers. First consultation is free — nothing to lose and everything to gain.

E: chris@ascentium.co.nz  
T: 0800 121 026

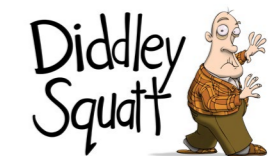


Tasman Bay Media is a new video production company with a long history. Simon has produced videos for BNZ, Civil Defence, Fonterra, Sealord, Crown Relocations, Frucor, Sky City, and many more.

They specialise in training your team with effective (and entertaining!) videos for your health and safety, internal communications, and inductions. If it's getting your products or services 'out there,' they can produce amazing marketing videos. If you don't scream from the top of your lungs about how awesome you are, no one will ever know. Tasman Bay Media will help you scream it loud and clear.

Check out the website to see some of their awesome work, plus the flexible monthly subscription offer. Together, Tasman Bay Media can help you expand your business.

E: info@tasmanbaymedia.co.nz  
T: 027 226 7118 W: tasmanbaymedia.co.nz



Diddley Squatt is a Nelson business that can provide you with ideas, concept art, storyboards, cartoons, illustrations for advertising, products, print, social media, and animated gifs or videos.

Mr Squatt, or Tim as he is otherwise known as, has worked with top advertising agencies around the country and a few overseas for the past 20 years as a storyboard/concept artist, illustrator, and animator. That is not to say he prefers working with big name businesses — in fact, he gets a lot of pleasure in helping where he can with small or new clients.

So whether you are looking for an illustration for your company's Christmas card, an animated advertisement for your product, or a caricature of your boss, get in touch with Tim! A great idea's worth Diddley Squatt.

E: tim@diddleysquatt.com  
T: 021 412 132 W: diddleysquatt.com

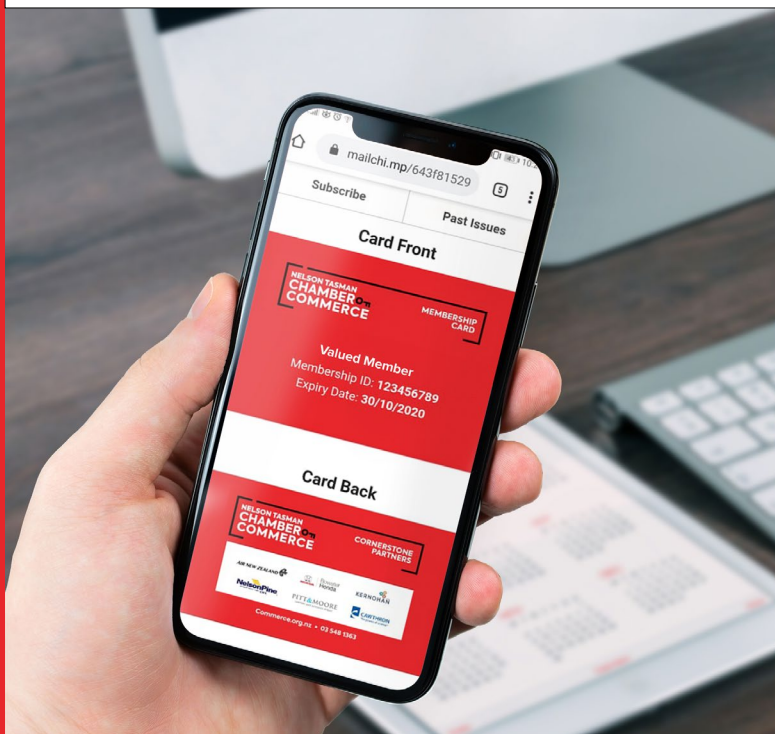


# Are you making the most of your membership?

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.

