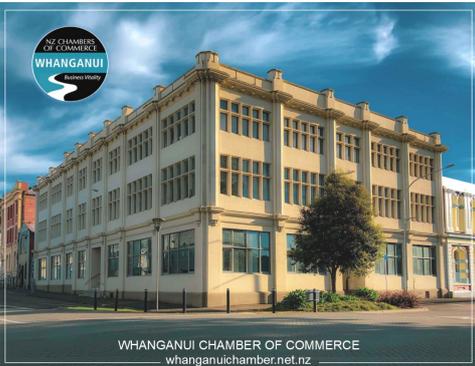


WHANGANUI

CHAMBER OF COMMERCE
Business Vitality



Whanganui Chamber of Commerce

ANNUAL REPORT

2021

Whanganui Chamber of Commerce 2020 / 2021

Our Board



Glenda Brown
Chair



Joamari van der Walt
Vice Chair



Craig McKinnon
Treasurer



Brendon Bartley



Natalie Sara



Carol Hayward



Stuart Hylton



Jacqui Broughton

Our Chamber Staff



Sue Stuart
Chief Executive



Glen Palamountain
Communications Manager



Anita Smart
Administration

Chief Executive and Chair

REPORT

When does good become great? It's when we connect; when we take opportunities to work together to do things better, and we celebrate our successes along the way.



WORKING TOGETHER FOR BETTER BUSINESS OUTCOMES

Tenā koutou

It's a pleasure to present the Whanganui Chamber of Commerce 2021 Annual Report to our members.

We started the year with positivity, anticipating a year of recovery from the lockdown. We were back in business with our events and enjoying the collaboration of members in our community. With the ensuing lockdown during the year, the recovery phase for businesses took a step back and again we were navigating a constantly changing business environment; managing Covid requirements and realities.

We believe Whanganui continues to be resilient and if we keep working together and supporting each other; we will continue to operate well as a region. With the moving platform of Covid, we may see ourselves in a changing environment often. Businesses continue to need support. Some have not recovered yet and there is an uncertainty around the next few months, therefore business and community support will be vital to see our region recover and continue to move forward. This is where the Chamber is an integral support network for local businesses to connect, grow and support each other.

Our member survey on the impacts of lockdown, showed Whanganui businesses were feeling optimistic, with 85 percent of survey participants feeling confident that their business would survive the pandemic. Even though the majority of our businesses were experiencing a significant financial impact, there was considerable positivity about retaining staff, with three quarters saying redundancies were not likely. This again showed that our businesses are resilient in the face of adversity.

The Whanganui Chamber collaborated with the wider New Zealand Chamber network and under the leadership of the Auckland, championed an extension of Government support to cover the impacts of lockdown and the ongoing business infrastructure costs.

A petition initiated by the network received over 40,000 signatures representing the strong voice of New Zealand business. The Chamber was pleased with the subsequent announcement of additional and ongoing Resurgence Support Payments for businesses affected by lockdowns.

The Chamber relocated to The Backhouse in April, sharing Level 2 with Te Manu Atatū Maori Business Network, Port Employment Precinct Whanganui, 100% SWEET Whanganui and the Confluence cinema. This has provided the Chamber with increased opportunities to collaborate with other business-focused organisations and to have an easily accessible office. We look forward to the vision for The Backhouse coming to fruition, as more businesses and organisations move into the building over the coming year.

The Covid impact on membership this financial year, has been mixed. While there has been a number of membership non-renewals, the Chamber is buoyed by a 29% increase in new members, resulting in membership revenue exceeding the projected goal for the year. Membership diversity continues to encourage intersectoral engagement and collaboration.

The Key Regional Partner Programme, introduced at the end of 2020, has expanded with the introduction of six new dynamic partners in 2021. Air Chathams, Balance Chartered Accountants, Horsley Christie Lawyers, MAD Media, Ministry of Social Development and UCOL have joined Proaxiom to provide leadership and support for the Chamber and our members. We appreciate their support and look forward to working closely with each of our partners to grow business capability opportunities for our members and wider businesses community. We are delighted to also welcome Ricoh Whanganui as the first Chamber business partner.

Chief Executive and Chair

REPORT

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Our partnership with UCOL provided Chamber members with 100% scholarships to undertake study for business related qualifications. Members across a range of industries took advantage of the scholarships that were offered to grow capability, and strengthen existing talent and skills in our region.

Despite the unpredictability of Covid, the Chamber delivered 34 networking events and business training sessions this past year. This included a manufacturing tour under the World Class Whanganui series with Michael and Sandra Eden and their team at GDM (Good Design Matters), and training workshops with Mike Clark from Think Right Business Training. Chamber events have provided members with opportunities to connect and collaborate, helping to build local business networks to do business differently or more efficiently.

The Chief Executive role is a privileged one, empowered by members' support and their constant willingness to share knowledge and expertise to lift others, therefore a massive thank you to our members who have delivered training, hosted and attended events and contributed to growing business capability in our region.

Thank you to Whanganui & Partners for providing funding to support increased Chamber communications capacity during Covid and to support the delivery of the Business Capability Training Series that will be delivered in 2022.

We would like to acknowledge and thank the Board for their valued contribution throughout the year. Their extensive experience and expertise in a range of business sectors means they have a genuine understanding of the local business landscape and the challenges that businesses face, particularly in the past year. As volunteers, they offer their time freely and are fully committed to supporting our business community.

In addition, Sue wishes to acknowledge Glenda's exceptional leadership as Chair, providing valuable guidance and support to both the Board and staff, helping position the Chamber as a trusted business partner.

Glenda would like to especially mention Sue. As Chief Executive, Sue has navigated through a very challenging environment managing a high capacity, often reactive role; a challenge that Sue has risen to. Members have been particularly thankful of Sue's investment in their business situation and her support and tenacity to help them during these challenging times.

And finally, a big thank you to Anita and Glen for the outstanding work they both do to keep the wheels turning in the office. This year has been another busy one for both of them with Anita managing all membership details, accounts and enquiries and Glen managing the Chamber communications, including regular business information and updates, member connection, e-comms, events and website. Together with Sue, they are the backbone of the Chamber, making sure our members are at the heart of all we do. Their commitment to our members has grown the local Chamber brand into an organisation that is visible, highly engaged and poised for further growth in the future.

We are looking forward to 2022 and growing our value as a trusted business partner. The Board is committed to ensuring the Chamber remains relevant to our valued members and partners; currently working to reenergise the Chamber strategy and brand.

The Chamber will continue to focus on supporting our members and championing business vitality and growth through networking events, learning opportunities, collaboration and providing an independent voice for business.

Ngā mihi

Chief Executive
Whanganui Chamber
of Commerce

Glenda Brown
Chair
Whanganui Chamber
of Commerce



Who are our Members?

A LIKE MINDED COMMUNITY OF LOCAL PEOPLE

Whanganui Chamber of Commerce is a membership based incorporated society.

Joining the Chamber means becoming part of a like-minded community of local people who are passionate about the success of business in the region, with our membership representing a diverse cross-section of our community.

In the 2020/2021 year the Whanganui Chamber saw a 29% increase in new membership!



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|  Professional Services |  Tourism, Hospitality and Travel |  Primary Industries |
|  Trades |  Digital Services, Web Development, Advertising |  Real Estate / Property Management and Developers |
|  Education / Training |  Retail |  Government Organisations |
|  Manufacturing |  Medical / Wellbeing and Healthcare Providers |  Not for Profit / Community Organisations / Social Enterprise |
|  Marketing - Design, Branding, Content Creation | | |

**ALONE WE CAN DO SO LITTLE
TOGETHER WE CAN DO SO MUCH**

- HELEN KELLER

Chamber Events

Chamber events have provided members with opportunities to connect and collaborate, helping to build local business networks to do business differently and more efficiently.



*“It’s not just about who you know; its about who others know.
Networking is powerful”*



1,400+
attendees at events



34
events including training



THANK YOU TO OUR PARTNERS

Working together to support and grow business capability opportunities for members and the wider businesses community.

Key Regional Partners



Business Partner



Capability Funding Partner



Alliance Partners

