



Northland Sustainable Business Club

Club Communication No 1 (CC1) December 08

Club Launch

We have started something.....

About 100 business people attended events in Whangarei and Kerikeri this week to launch the Northland Sustainable Business Club.

The club is being co-ordinated by Enterprise Northland in partnership with the Sustainable Business Network, and with support from a range of other organisations, including the Energy Efficiency and Conservation Authority (EECA), the Ministry for the Environment and Qualmark.

Northland is the first region where the Sustainable Business Network has formed a partnership with the economic development agency.

Speakers at the two launch events included Living Nature founder Suzanne Hall and the company's current general manager of sales, Jason Vokes, as well as Jeroen Jongejans of Dive! Tutukaka, which recently became the country's first activity operator to achieve a gold rating under the Qualmark Green system.

All speakers emphasised that sustainability did not have to come at the expense of profit, with the Sustainable Business Network's David Clendon commenting: "It's about people, the planet and profit." The speakers also highlighted the importance of engaging staff in sustainability initiatives. Suzanne Hall noted: "It's not about making one giant step overnight, it's about slowly looking at each of the areas that you can make a change around."

The Sustainable Business Network will initially operate cells in Whangarei and Kerikeri, meeting every second month. There is also potential for cells to develop in Kaitia and Kaipara over time.

Enterprise Northland strategic development manager Jo Douglas said the Northland Sustainable Business Club would take an approach proven over a range of projects, bringing businesses together to make use of national and international resources that are available and combining these with the local experience of iconic Northland companies that have already put sustainability measures in place.

"We have some companies in Northland that have done very well and gained an incredible amount of profile from a sustainability perspective."

Future Activity

Please diary the following dates, and we will give you further details in the New Year.

February 2009 Cell Meetings:

Whangarei 9th Feb 2009 4.30 - 6.00 pm. Venue to be advised.
Kerikeri 10th Feb 2009 4.30 - 6.00 pm. Venue to be advised.

Subject; Energy Efficiency - Opportunities and Bottom Line Benefits: Workshop, Case Studies, Products, Discussion

April 2009 Cell Meetings:

Whangarei 6th April 2009 4.30 - 6.00 pm. Venue to be advised.
Kerikeri 7th April 2009 4.30 - 6.00 pm. Venue to be advised.

Subject; Waste Management - Challenges and Opportunities: Workshop, Case Studies, Products, Discussion

June 2009 Cell Meetings:

Whangarei 8th June 2009 4.30 - 6.00 pm. Venue to be advised.
Kerikeri 9th June 2009 4.30 - 6.00 pm. Venue to be advised.

Subject: Valuing Your People - Challenges and Opportunities: Workshop, Case Studies, Tools, Discussion

Possible Future Topics:

Carbon Management, Transport, Supply Chain, Greening Your Office.....

Feed back form and club registration

For those who attended the launches – and any one else who would like to give feedback or register to join the business club, please fill in the attached form and send back to Jo at Enterprise Northland either by fax, email or post.

Have a safe, happy Christmas and New Year

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