



The Northland Chamber of Commerce

Whitepaper: How to make the most of your Membership series

No 1. **FREE** Advocacy & Lobbying Services.

What are they? ...how you can benefit?

*Northland Chamber of Commerce – Whitepaper*

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*2007*

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# Introduction

## *Governance Survey*

In August 2007 the Northland Chamber of Commerce carried out a Governance Survey among its members. The aim of the Survey was to enable the Board to be able to measure its effectiveness as Governance Group. Findings and Results can be viewed here. <http://www.northchamber.co.nz/imagelibrary/100521.pdf>

One of the areas for improvement was the lack of understanding with Chamber members on what the Chamber does. In particular the Advocacy and lobbying roles

## *8 Chamber Services...*

The Chamber offers the following services to its members

- Targeted marketing
- Networking Services
- Advocacy & Lobbying
- Business Advice & Referral
- Events services
- Education and Training
- International
- M2M Services and Savings

## *1<sup>st</sup> paper explaining chamber services*

In response to the Survey completed by you, this paper is the first in a series of Eight which will explore the ways that you can get the most out of your organisation.

The purpose of this paper is to explain how you, your business and your community can DIRECTLY benefit through your membership of the Northland Chamber of Commerce by utilising the Advocacy Role from at the Northland Chamber of Commerce.

# Why your membership and involvement are so important

*Voluntary membership..*

Membership of the Northland Chamber of Commerce is voluntary. The Chamber is not a 'funded by any Government agency' instead it is owned, managed and Governed by you, the members.

It is important to make this distinction between a totally independent organisation as opposed to organisations that have at their very core a financial stake from local, regional or central Government.

*Free of political interference*

This independence means that the Chamber can speak on behalf of its members totally free of any political influence. The Chamber truly is the voice of business in Northland.

The Northland Chamber has around 350 financial members. These businesses' range in size from one man sole operators to refineries and large business.

*Big impact on Northland Economy..*

Members employ in total around 4500 employees. These employees in turn live in Northland, shop locally, send their children to local schools, pay rates etc therefore our members enable the wheels of commerce to keep turning due to the direct impact and multiplier effects of employment.

## Legislation and Regulation

The reality is that the amount of legislation that New Zealand businesses and households have to contend with has ballooned over the last two decades.

*Increasing Regulation, Compliance and Legislation on Businesses..*

The following graph shows the numbers of pages of new primary legislation (ie new Public, Private and Local Bills) passed each decade in New Zealand since 1900. Figures for the current decade are extrapolated from actual figures for 2000 to 2005.

The data show that the number of pages of new primary legislation has increased dramatically over the last century. Moreover, the pace of growth has picked up markedly again after a period of deregulation in the 1980s and early 1990s.

When secondary legislation is added in, the picture becomes even more disturbing. Figures from the Annual Report of the Parliamentary Counsel Office

show that in the 2005 financial year, 9,327 pages of new regulations or Acts were published.<sup>1</sup>

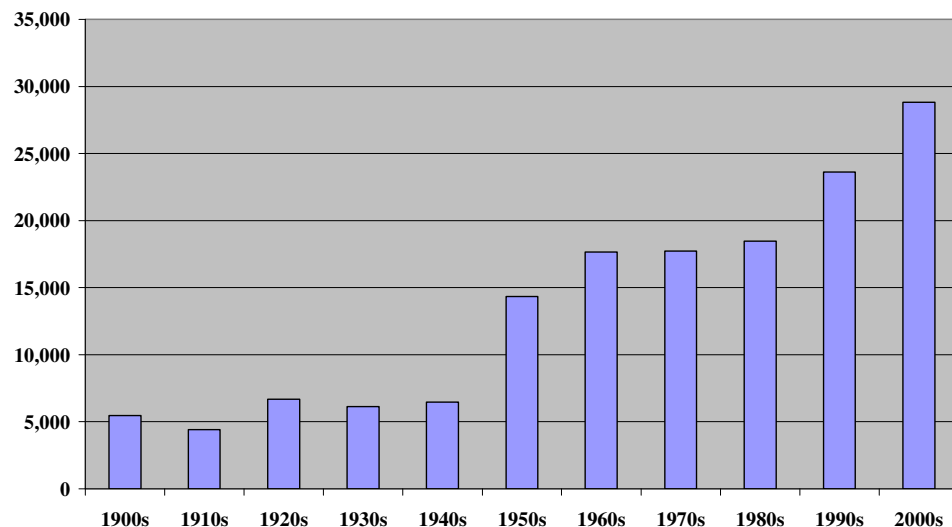
This was the highest number of pages of new legislation ever published in New Zealand's history. The growth rate in the number of pages published has been a phenomenal 25 percent per annum, over the last two years – seven times the rate of economic growth.

*Regulatory Gallop....*

Where once the concern was regulatory creep, we are now seeing a veritable regulatory gallop.

Further, the Parliamentary Counsel Office figures don't include one of the growth areas of new regulations – so-called 'deemed' regulations and tertiary legislation. These regulations include Maritime Rules, Land Transport Rules, Gazetted Notices, Privacy Codes, Health Codes and numerous others regulations issuing from government agencies.

**Number of Pages of New Primary Legislation by Decade**  
1900s to 2000s



Source NZBR State of the nation presentation Rod Deane 2007

*Chamber advocates for elimination of unnecessary Regulation....*

Your membership and involvement are important because the Chamber advocates for the elimination of unnecessary legislation, regulation, beauracracy and Compliance.

<sup>1</sup> Report of the Parliamentary Counsel Office for the year ended June 2005, <http://www.pco.parliament.govt.nz/corporatefile/annualreport/2005/2005report.shtml#outputs>

The Northland Chamber understands the reasons we have rules and regulations however we believe that unnecessary Compliance and Legislation;

*Increased  
regulation  
impedes  
competition....*

- Overrides commercial solutions
- Impedes competition
- Reduces the attractiveness of FDI
- Reduces Business Flexibility and Spontaneity
- Causes Uncertainty

# Advocacy Services

*2 levels of advocacy services .....*

The Northland Chamber of Commerce operates Advocacy services on two levels. The First level is at an Economy / Community level on behalf of our collective membership and Northland Business. The other level is one to one with our members to assist them in working through any issues or obstacles they are having in carrying out business.

## Community / Economy

### Chamber Vision

*On behalf of Northland Business collectively .....*

The Chamber Vision is to have a healthy, prosperous, quality of life for Northlanders with our mission being that of assisting businesses to increase their long term profits.

### Community Advocacy Services

On behalf of our collective membership the Chamber advocates for better business conditions in Northland. This can be major issues such as ensuring that actions are being taken to ensure the supply of power into the region for the future, Rail Links, Broadband infrastructure, Labour market development, Roothing improvement etc.

We do this in a number of ways.

- By Formal Submission advocating for better business condition - Eg. Commercial Rates inequities or reducing unnecessary compliances
- Act as an independent neutral watchdog
- Publicise and support community efforts that enhance our economy – eg. Graffiti elimination
- Surveys on business opinion and communicating these to media and decision makers
- Working with other groups for overall enhancement of business conditions e.g.
  - Northland Labour market Forum
  - Safer Whangarei Executive Group
  - Various Advisories
- Submissions to Government on issues that affect our members

- Acting on concerns of our members and escalating these to authorities
- Promoting sustainable economic development regionally and locally
- Promoting and Supporting individual initiatives that add to our community and business environment – eg Marsden Rail Link
- By supporting good policy and economic development initiatives
- Supporting Local initiatives and Solutions

### **How you contribute**

*You contribute by becoming a financial member of the Northland Chamber of Commerce....*

- By being a financial member of the Northland Chamber of Commerce
- By Responding to Surveys, data and requests for information. By bringing to the attention of the Chamber any anomalies within your particular industry or geographical region.
- By taking an active part in the Governance of the Chamber to influence decisions and direction

### **How you benefit**

*Vibrant Economy,  
More businesses,  
less obstacles,  
transparency....*

- The economy remains vibrant
- New Businesses and Investment in Northland increases as the region is seen as an easy place to do business in
- Reduction of compliance and unfair Commercial rates
- More services from Local Authorities.
- Authorities become transparent, open and willing to listen to your voice as a viable business.
- Less Beauracracy

## Your Business

### Potential Issues and Problems

*..... and directly  
with your business  
to resolve issues  
that affect you .....*

We have assisted a number of Businesses on concerns that affect only them. This may be any type of issue from complaints with levels / timeliness of service when dealing with authorities to looking for a speedy resolution to ongoing issues.

The Northland Chamber is committed to reducing or lessening as many Barriers and Obstacles that get in the way of our members Freedom of enterprise, reducing interference from Local and Central Government and enhancing the business environment for business.

For example - The Northland Chamber have advocated on behalf of individual members in the following scenarios.

*B2B.....*

*Timely processing  
of permits etc..*

*National  
Contracts....*

- Business to Business Advocacy – Facilitating resolutions that has arisen in commercial dealings
- Local Authorities – On Timeliness of Processing Consents and Permits
- Local Authorities – on Parking issues around our members business premises.
- Intervening on behalf of businesses to Government Departments
- Dispute Resolution between multi parties.
- Getting the right people to handle complaints and issues for our members – sometimes circumventing unhelpful ‘customer help’ desks.
- Ensuring that our members and local businesses get an opportunity to tender, contract or bid for Government Contracts.
- Promoting our members businesses when receiving enquiries from outside of Northland

Our members find that this type of service is one that can be utilised to make their membership really pay dividends. We get results by being able to influence authorities to act in our members best interests.

## **How you benefit**

*Save Time & money ...*

- Less time spent in chasing the right person – save money
- Faster Resolutions based on Goodwill to commercial dealings
- Smooth the way in dealing with Authorities, no double guessing – resolutions in writing.
- Increased chance of 'sorting problems' out
- Have an organisation on your side that can listen carefully and can argue your case in an objective manner

*the Chamber is on your side .....*

## **How to access FREE advocacy services**

*FREE advocacy services.....*

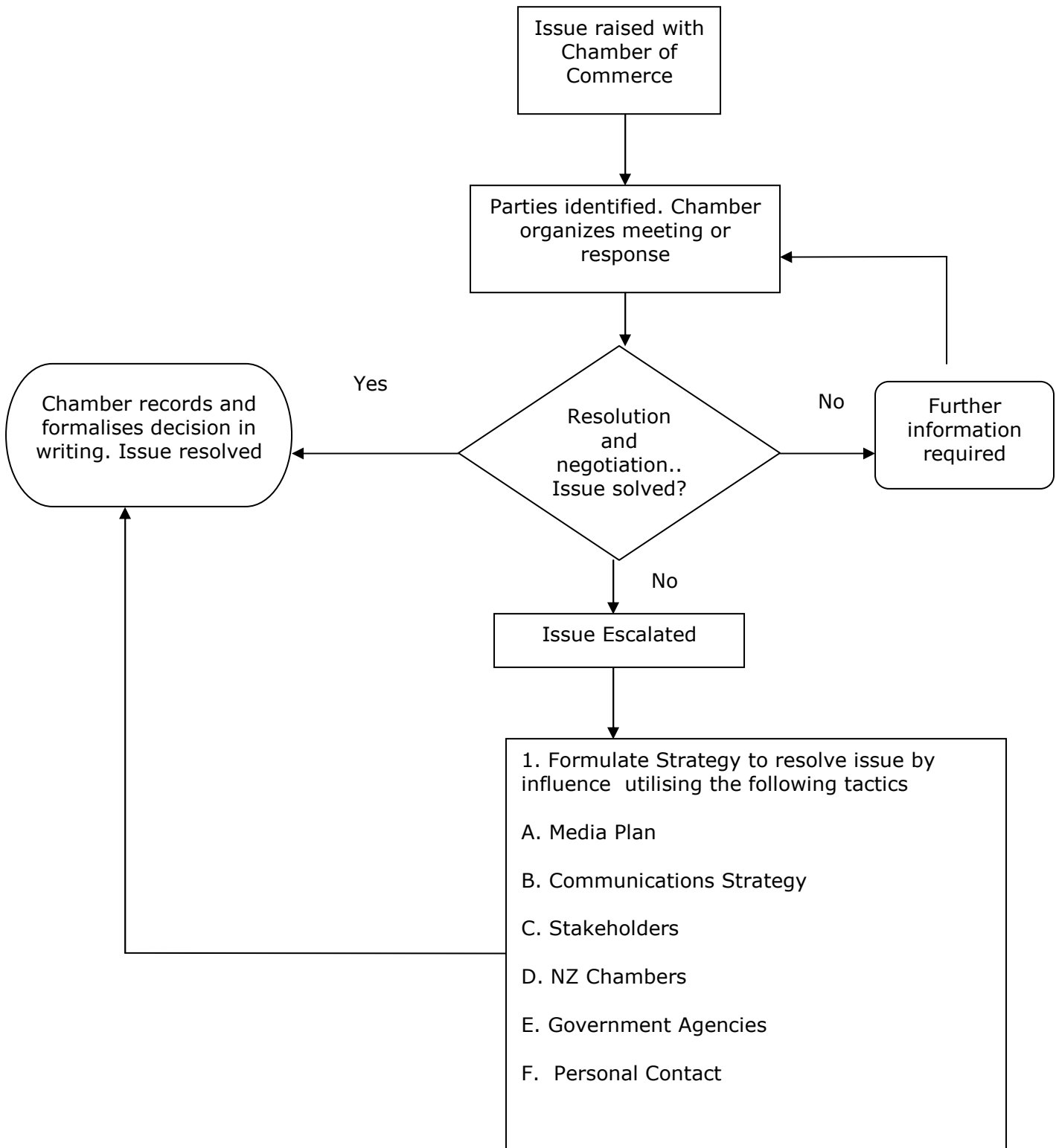
By Contacting the Chamber on 09-4384771 or calling in at our office at 3-5 Hunt Street Whangarei. These services are part of your membership and are FREE.<sup>2</sup>

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<sup>2</sup> Non members are welcome to use the Chamber Services. Services start from \$80 per hour

# Northland Chamber Business Advocacy Model

## Flowchart



# History of Chamber of Commerce

*Historically an  
advocacy /  
lobbying body*

The Chamber of Commerce is historically a business advocacy and lobbying organisation

As long a commerce has existed businesses have banded together to seek common protections against enemies (e.g. bands of robbers, criminals, Conmen and the Government)

The Chamber evolved later on to self govern codes of trade and then to exert influence on legislation

The first official Chamber of Commerce was founded in Marseilles, France in 1599.

The mission of this Chamber was to act for increased prosperity in Marsaille and the region. The Marseille Chamber is still doing this today.

*First NZ  
Chamber of  
Commerce*

The First NZ chamber Auckland 1856 was formed to improve the local business environment and in particular to counter unfriendly business legislation. A Quote from the Auckland Chamber circa 1856 called the customs tarrifs cumbersome, complicated and vexatious.

*Freedom of  
enterprise,  
market  
economy....*

The Charter of the Auckland Chamber says the Chamber is dedicated to the development of international, national and regional trade through:-

- Freedom of enterprise for those who by their individual and corporate talents contribute real economic, social and cultural wealth to the community.
- The development of a market economy in which there is minimal interference from central and local government.
- The strengthening of the Auckland regions place as New Zealand's pre-eminent commercial, industrial and communications centre.
- Assisting the development of the region in creating a desirable commercial and industrial environment for its citizens.

Since 1903, the Northland Chamber of Commerce has served the needs of the Northland business community through its public policy, advocacy initiatives and business development programs & services.

*Protect and Promote commerce...*

Whilst the Chambers were originally formed to TO PROTECT AND PROMOTE COMMERCE, in the 50's and 60's many Chambers placed a major emphasis on industrial recruitment and job creation activities.

The emergence of the Chamber as a true community organization came much later as businessmen began to realize that their own prosperity depended on the development of a prosperous community.

In the last 35 years Chambers of Commerce have expanded their role to become more involved in city development, urban renewal and planning, while still maintaining the original mission of promoting and protecting commerce.

*30 NZ Chambers and 21000 globally..*

Today The Northland chamber is part of a nationwide group of 30 Chambers locally and 21000 internationally affiliated to the International Chambers of Commerce and also works to ensure that Northland has a business-friendly environment where all businesses can grow and prosper.

*Northlands Future...*

With this, also comes paying close attention to the quality of life the region offers our members' employees and families. The Chamber works to make a difference in Northland's future and to help Chamber members businesses grow.

# Chambers of Commerce in New Zealand

The Northland Chamber of Commerce is accredited to the International Chambers of Commerce.(Paris)

*Northland Chamber  
accredited to  
International  
Chambers of  
Commerce.... Paris...*

There are over 21000 Chambers of Commerce internationally. These organisations have as little as 30 – 40 members to organisations with well over 250000 members.

You have priority access to import / export and business opportunities throughout the world through our global network.

Northland Chamber Members



Northland Chamber



Auckland Hub

(Northland Chamber, Auckland Chamber, Waikato Chamber, Tauranga Chamber, Rotorua Chamber, Taupo Chamber)



NZCCI – New Zealand Chambers of Commerce and Industry



International Chambers of Commerce

## Contact Details

The Chamber of Commerce and Industry INC  
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Website: [www.northchamber.co.nz](http://www.northchamber.co.nz)

You can comment on this and other Chamber initiatives at our blog site from the front page of our website or at [www.northchamber.blogspot.com](http://www.northchamber.blogspot.com)

Businesses can get instant membership to the Northland Chamber of Commerce by completing the e-form here, <http://www.northchamber.co.nz/MembershipRegistrationForm.asp>

**NO CREDIT CARD REQUIRED**