

OFFICIAL NOMINEES FOR ELECTION OF NATIONAL BOARD MEMBERS 2017/2018

CLOSING DATE FOR VOTING: Wednesday 26th July 2017

The Annual General Meeting for the Sustainable Business Network is on Wednesday 26th July 2017, 4:30pm at GHD Centre, Level 3, 27 Napier Street, Freemans Bay, Auckland.

Only current financial members or their representatives are entitled to vote for the SBN National Board. Each financial member/ organisation is only entitled to one vote.

National Board Members (1)*

*Positions available on the National Board for the 2017/18 year are limited to One (1).

As per Clause 9.6 of the Rules, the term of office for each National Board member shall be for a two year term. Each year 50 per cent of board members' positions come up for re-election; if there are odd numbers of board members those position vacancies will vary from year to year. Any retiring National Board member shall (subject to these Rules) be eligible for re-election.

Chris McGeown – Tourism Industry

With momentum building on global responses to mitigate climate change risks, it is clear that New Zealand businesses can and must develop strategies to ensure they are committed to looking after their economic future and the resources they use to operate.

To achieve this sustainability must become a genuine ethical underpinning of the economy.

I am excited by the opportunity to help New Zealand businesses put long term sustainability at the core of their decision making and a value against which all decisions are tested.

From the Sustainable Business Network's perspective I believe I can make a significant contribution to the strategic direction and future development of the organisation. In particular, ensuring the relevancy of the organisation to its members and broader community through being recognised as:

- A strong voice leading and influencing businesses and the communities in which they operate
- A thought leader known for its operational excellence and a robust set of executable initiatives
- An organisation with highly engaged members.

In my day job I am the Chief Operating Officer at Tourism Industry Aotearoa (TIA). TIA is the industry body that represents all sectors of New Zealand's large and diverse tourism industry. Previously I have worked in senior management roles across a number of industry sectors including financial services, electricity generation and deep-sea fishing.

Proposer – Chris Roberts, Tourism Industry Aotearoa

Toni Hogg - Green Cabs Ltd

I am currently the General Manager of a nationwide taxi company (Green Cabs) driving change in the industry (and wider transport) to be more sustainable and environmentally conscious, as well as embracing the technology to bring the future closer to New Zealand. I thoroughly enjoy the strategy and logical thinking part of my role and feel I have a very sensible "common sense" approach to everything.

After being with Green Cabs for nearly 10 years, working my way up the ranks, and since taking the reins I feel I have made a massive difference to both the company's sustainability goals and output and the transport industry changes to embrace more sustainable options (including our EV project).

We have planted over 250,000 trees including some on a local site we are looking after on Lake Hayes. We won Green Gold awards last year and were finalists for two of the SBN awards also (watch this space for this year, we will be back!).

I am extremely passionate in my role as a general manager, and the company structure allows me to be (almost) a sole decision maker, so I am confident in my abilities with having a voice, selling an idea and actually making a decision.

When the small passenger service review came into the NZ political arena I was invited by the NZ Taxi Federation (of which we were not a member at the time) to be on the review board for their submission to the Government about the changes. Green Cabs has since joined the Federation and I am one of the

members of the National Executive board.

Without knowing the internal processes of SBN:

I love how involved the SBN is with each member and how open and communicative it is about linking like-minded businesses. I would like to see that expand and have the SBN use that market presence as a stronger guidance for ideas to make your business better and more sustainable.

I would like to see features on what things business are doing that really have made a difference (e.g. Foodstuffs with their impressive reductions in carbon footprint) that could give ideas to other businesses. There is a wonderful and diverse group of people and businesses and with the combined knowledge and experience it's a powerful insight into commerce and industry and many things that are done in one sector that could be done in other places.

I would like to see the SBN as a voice for business and more public/media/government presence in and out of the sustainability sector, giving SBN more recognition and presence.

It may be a bit similar to the Awards night, but I would love a sustainability conference where we can see the innovations and ways of doing things that are making a splash in industries. I have found the Transport Forum amazing and go each year.

SBN should be at other industry conferences, both to get additional businesses but to also get insight into changes coming through.

I would like to see SBN provide a website stamp/link so businesses can 1) promote they are an SBN member and 2) promote SBN and increase website traffic.

I would like to see SBN expand into verified badges or some sort of sustainable categories that businesses fit into or earn (e.g. CarbonZero/Masterbuilder).

I would want the Facebook page to amp up and have more local content (as well as the current stories) including member stories.

Proposer – Toni Hogg, Green Cabs Ltd

Peter Lee – C2C Partners

I am Managing Director of C2C Partners Ltd, a boutique ethical investment, financial planning and employee benefits business.

My involvement with sustainability and SBN in particular goes back to the late 1990s as a board member of NZ Businesses for Social Responsibility, then as a founder board member of SBN. In a previous corporate role I brought in that company's first-ever supplier choice policy and evaluation criteria, resulting in the selection of suppliers more committed to sustainability principles. I also have had a long involvement in ethical investing, including developing and launching two ethical investment funds, and currently advise a number of clients in the ethical investment area. Finally, I have had a long involvement in conservation groups.

I would bring several vital skills to the SBN board:

- **SME experience** – as the owner and principal of a small SME, I know exactly the issues and challenges facing SBN's core membership on a day-to-day basis.
- **Board experience** – I'm a Member of the Institute of Directors, current board member and former

chair of the Supporters of Tiritiri Matangi (SoTM), former board member of the Lifeline Aotearoa Endowment Trust (LAET) and recent deputy chair Northcote College Board of Trustees. I understand the crucial difference between governance and management.

- **Financial expertise** – I have over 30 years of experience in financial services, and am currently principal of a boutique investment, financial planning and employee benefits business.
- **Strategic planning** experience – through board, CEO and senior management roles.
- **Not for profit management** - I understand the needs and balances that must be achieved between all stakeholders in a not-for-profit **member body**, having been CEO of the Institute of Financial Advisers, the peak professional member body.
- **Stakeholder engagement and management**, through board and CEO experience. I've **developed key stakeholder relations** with members, corporate sponsors and regulators, am comfortable working with CEOs of major corporates to further common interests, and am an experienced presenter.
- My **marketing** training and experience, including senior roles for two major financial services companies, has given me a real understanding of the importance of brand, developing member services, and great communications.

My vision for SBN is for it to develop even more as a vitally-relevant and effective leader, and source of expertise for sustainability-focused businesses. I'm particularly interested in supplier choice policy and supporting member efforts to engage with the wider business community to promote sustainability.

Proposer – Peter Lee, C2C Partners

Peter Sykes, ME Family Services

ME Family Services has for the past 10 years worked towards being a sustainable business utilising multiple capital outcomes and measures. It is currently reviewing these understandings along the development of Thriveability and Regeneration as holistic full circle modes of organisation and development.

Our early childhood centre is working towards zero waste and has healthy food, recycling, composting, cloth nappies etc. Our social workers in schools encourage and support sustainable practices of gardens, recycling and wellbeing. Our talking rubbish team coordinate a regenerative network in Mangere bringing together community gardens, community recovery hubs, alternative economies and anyone interested in regenerative futures. Our Mangere men's shed is a small hub of recycled men seeking to care for themselves and other men needing support around a gathered workshop.

In this process we work closely with community organisations, schools, small business, business associations, Auckland Council, Auckland Airport, PTEs and government departments.

We are working on a business plan to establish a zero waste regenerative centre in Mangere as part of a larger chain addressing community wellbeing.

Personally my family have a long term commitment to Mangere and our home and garden are moving to full circle sustainability.

Goals for the future development of The Sustainable Business Network:

It is my hope that SBN will continue to move beyond business with a social and environmental benefit, to having embedded measures of social, natural and human capital. This would mean that a truly integrated model of vision and reporting is the norm and that our major indicator of success is the legacy we leave for our great-grandchildren.

Practically I would like to see more work on full chain efforts for sustainable business from innovation to deconstruction to regeneration. I would like more effort placed in the efficient regenerative infrastructure of our built landscape and our production methods.

Proposer – Peter Sykes, ME Family Services

Peter Thompson – The Formary

I graduated from Massey University in 1985 with a B Technology (Computing) – 1st Class Hons. The initial part of my working life was in various IT roles in software development and implementation (from analysis and design to coding, project and general IT management). Predominantly, I was either self-employed or ran my own software development businesses (performing various roles within various sectors and organisations across both the public and private sectors).

I am still actively involved with technology as a co-director of Socket Group Limited which offers the TXT2GET text marketing solution (www.txt2get.co.nz).

Most of my time is now dedicated to The Formary, which has been working in the sustainability sector since 2009. Initially I was involved as a Strategic Advisor, then I moved into the CEO role in December 2014.

The Formary are textile specialists consulting globally on circular solutions for large volume textile and fibre waste streams – securing the value in the waste and reducing the environmental damage and social impacts caused by existing disposal methods. This work has taken us to many global markets (e.g. with Starbucks into the U.S. and Europe for the development of our WoJo[®] product [an interior upholstery fabric created from waste coffee jute sacks & wool], with IKEA into Europe, China & Italy for development of our Mibu[®] product [a fabric created from waste rice straw fibre and wool]). This has given me a fantastic grounding in the sustainability sector, built my international networks and has been invaluable to a better understanding of international best practice as well as emerging solutions and approaches to sustainability.

The Formary is currently leading the NZ Textile Reuse Programme – a collaborative project in partnership with some of NZ's largest corporates to make a step-change on how end-of-life textiles are managed (diverting them from local landfills or from off-shoring to Pacific Islands where they create both environmental and social issues for the local communities).

My work experience is grounded in technology and systems thinking, and I see these are both key aspects to progressing the SBN's market position and influence in the sustainability sector. Facilitating communication and dissemination of information through good technology systems, and promoting systems thinking with regards to effecting and supporting great sustainable outcomes for business and communities I believe are key for SBN.

On a personal note my wife, Bernadette Casey (founder and Creative Director of The Formary), and I are active members of the NZ Green Party. We are both very active in our communities, working towards good sustainable outcomes for our people and the environment. In the Horowhenua, where we spend our downtime at a bach at Hokio Beach, we are active members of various groups seeking environmental and social improvements by challenging the local council decisions that have had negative impacts on the community and local environment. Being a lower socio economic region we also assist with community gardens and resilience building within the community. I am also active locally in the Northland suburb of Wellington as a member (and ex-Treasurer) of the local (Creswick Valley) Residents' Association.

The Formary has been a member of SBN for several years, and it would be an honour to serve on the SBN board.

Proposer – Bernadette Casey, The Formary

David Slone - CSC Buying Group

Community is the foundation of a sustainable world and business can play a powerful leadership role in supporting communities. SBN must remain a driving force in leading the country, and indeed the world, into a new way of doing things. Sustainable communities are the way of the future.

For a healthy environment we need vibrant communities, but in turn those communities also need a healthy environment. Only by sustaining both areas will we have a truly vibrant and healthy world. CSC Buying Group is a successful social enterprise with a simple mission of *Building Richer Communities*. We do this by reducing the operating cost of SMEs and NFPs, sharing our knowledge on procurement, partnering with awesome causes and distributing our profits back to our communities through a charitable trust.

The Capacity Hub is a start-up social enterprise. It's an association of like minds, working together to develop the capacity of both social enterprise and business to deliver a better world. Business activity can be a great tool for getting the things that matter done. Social outcome organisations need to be supported to develop business capacity so they can generate the income to achieve their missions. Traditional businesses need support to find and then act on "their heart". Fundamentally people want to do good, and by working together we can encourage and assist with them with their goals.

I have extensive experience in the world of disability and this has continually shown me the power of diversity. Communities are complex and how well we embrace their complexity and diversity will be a true test of our sustainability.

Organisations such as SBN can and do use their passion as a conduit for change. It's this passion and action that has driven me to seek a position on the board. The future is simply the path we need to walk together.

Proposer – Craig Johnson, CSC Buying Group

Michelle Maitland – George Walkers Office Furniture Megastore

Michelle's business philosophy is about approaching endeavours with a core belief of having fun, coupled with an absolute intention of being the best you can be, sprinkled with calculated risk and humility.

Finding herself suddenly the sole provider for her two daughters in her mid- thirties, Michelle Maitland began operating a market stall to make ends meet, stocking it with whatever she could find at auctions. Before long she was hooked on the auction process and decided to become an auctioneer herself.

As there was no formal education or training to become an auctioneer, and very few female auctioneers, Michelle door knocked all the auctioneers she could find and offered her services for free. Michelle ended up with an unpaid job at Auckland auctioneer firm George Walkers. This was a venerable firm, established in 1908, but was suffering hard times. After working at George Walkers for two years, the owner of the business said he was going to shut it down because it was so difficult to make a profit. Michelle took the plunge and bought the business using her life savings, only to find it was heavily in debt. The next few years would be spent paying debtors and trying to keep afloat, but Michelle's passion kept her going.

Fast forward to today and George Walkers has gone from a tiny 3000 square foot back street store, to now occupying a 15,000 square foot megastore in Rosebank Rd, Auckland. A change in focus from auctions to finding a niche market in used corporate office furniture has seen the business flourish. George Walkers was the pioneer in New Zealand for repurposing used office furniture, and has saved thousands of cubic

metres of office furniture from waste. This success, including three finalist positions in the Westpac small business awards, led Michelle to become the first female executive of the Auctioneers' Association. These days on top of her many business duties, Michelle offers her services for charitable purposes, ranging from assisting small communities to schools right through to auctioneering corporate events. Some of the charities Michelle has been involved with are:

GABA Hospice – Colour Me Purple - Antara Free Natural Health Clinic - Foster Hope - Cure Kids – SPCA - The Unicorn Foundation - Upside Down - Rainbow Youth - Northwest Anglican Church in Massey - Melanoma NZ - Kelson Labour Fundraiser – Shine - Just Because.

Proposer – Michelle Maitland, George Walkers Office Furniture Megastore

Dr Peter McGhee, AUT

I am a senior lecturer in the Department of Management in the Faculty of Business, Economics and Law at Auckland University of Technology where I have been teaching in the area of business ethics and sustainability for over 10 years. In this role, I interact with students who are primarily millennials. As such, I have strong sense of their needs and aspirations in relationship to sustainability. Moreover, as part of my teaching, these students undertake service learning projects which requires me to maintain good relationships with a network of organisations operating in this area.

My expertise, and research interests, focuses on the relationship between business and society and the effectiveness of this relationship from an ethics/sustainability perspective. For example, I recently co-authored a chapter in an edited book by Gabriel Eweje and Ralph Bathhurst from Massey University called *CSR, Sustainability, and Leadership* (Routledge). I am also a member of AUTEK, the university research ethics committee.

Prior to lecturing at AUT, I was employed as a risk analyst and operations manager at two different multinationals in the financial services industry for 10 years. I am married and have two teenage children. My favourite pastimes include reading, playing/watching basketball and spending time with my family.

I am a current board member of The Leprosy Mission New Zealand (TLMNZ), a development agency working with people affected by leprosy in the majority world. I have been on the TLMNZ board, and its resources committee, for six years. During that time, I have been involved in CEO appointments, staff remuneration, risk analysis, financial control and strategic planning. My background in accountancy has been useful throughout this commitment. I have previously been a board member of Bays Youth (two years), a non-profit organisation working with at-risk young people, and of Fit-For-Life (two years), a non-profit community gym.

I believe that I can bring the following in terms of future-proofing the Sustainable Business Network (SBN):

1. My academic role requires me to track trends, think about uncertainties and consider future patterns of behaviour pertaining to sustainability. This gives me an insight that may be of use to the SBN in future planning and performance.
2. I can help build on existing strategic relationships with educational institutes (such as AUT). Generating stronger connections with staff, and especially students prior to employment, not only augments awareness of SBN, but also means increased likelihood of engagement with SBN at later dates.
3. I can bring further expertise in business ethics and governance to the board. In this rapidly changing environment, such additional capacity may be useful in helping SBN achieve its future goals.

Christine Kernohan, CMK Associates Ltd, trading as Gladstone Vineyard

The role would be a welcome challenge. SBN is an inspirational organisation which takes on the challenges and issues of the 21st century at full speed. NZ faces many challenges in the coming decades, as the world deals with population growth, huge technological changes, climate and environmental pressures. It is essential that SBN is a visionary leader for NZ, and for its members and the business sector, researching, understanding, communicating and leading the way to implement the benefits from a sustainable business community. It is vital that this leadership extends throughout the whole business community of NZ. The projects, transformation areas, tools and resources that SBN develops and delivers are inspirational and truly worthwhile. But it is essential that they are useful and attainable to all sectors of the NZ business community. 97% of businesses in NZ have less than 20 employees. 69% of businesses have zero employees.

It is essential that SBN be relevant to these organisations too. How relevant to the sole traders are some of the projects in the Smart Transport transformation area? Do these businesses have the resources (when they are not only doing the job but planning the job) to think about closed loop design for example? How do they find the resources to commit to Restorative projects which they may well believe in, but do not have the time to consider? The Smart Office Guide will be useful to bigger offices, but to the office (home) of a small sole trader, or even to a 1-5 person business, considerations such as office audits, technology plans and such may all seem a bit out of range, and make their personal commitment to sustainability seem less than ideal.

SBN also needs to be relevant to the rural sector. Many of these businesses are farmers, or small rural businesses. Transport to work by staff or travel to suppliers, customers and colleagues is key. This is probably not possible on a bicycle. These organisations are takers of fuel policy and technology. And while they may recognise that keeping their tyres at the right pressure is sensible, they can do little at an individual basis to reduce their carbon footprint. Meantime small rural businesses will be doing their own recycling if they are doing it all. No green bin pickups at the bottom of their driveway. SBN needs to advocate at a national and political level and deliver policy and projects on behalf of these small businesses and rural businesses too. They are at the heart of the NZ economy and SBN policy needs to be inclusive of them to ensure the transformation of NZ to a truly sustainable business environment.

As the owner and operator of a small rural business for over 20 years I well understand the challenges faced by small businesses who want to 'go green'. Sustainability both in the environment and in society have been key drivers as we have managed and developed Gladstone Vineyard. This has included being an early adopter of the Sustainable Winegrowing New Zealand scheme, transformation to biological viticulture, accreditation of 27% of our vineyards as organic, and the ongoing transformation of a boggy paddock to a wetland in my spare time. Gladstone Vineyard is a member of the Sustainable Business Network. We recycle, reuse, reduce and refuse where we can. I know we are not perfect, but we continue to try harder. However, I believe I can offer valuable insight into the challenges that SBN poses to its membership, particularly at the smaller end of the scale, where the tyranny of distance, less financial backing and more, can have a significant impact and challenge on the desire to 'go green'. These are all challenges to running an 'intelligent' business.

I lead by example, working both in my personal and business life to develop a passion for the environment. I would be excited to use my energy, skills and resources to work with SBN on its projects, such as Community, Restorative and Renewables strategy for some of the next years and continue my own learning journey. I have significant governance experience, most recently within the wine industry at both a regional and a national level. I also have governance experience across the tourism, education and agricultural sectors, in both public and private sectors.

My business and management experience over the past 20 years has involved considerable marketing and brand development work, in which time I have grown the business at Gladstone Vineyard significantly. I have organised successful events at the vineyard and have been heavily involved in the development of our local wine festival. This has involved close collaboration with the local tourism and visitor organisations and local iwi. I have extensive hands-on experience in business development, direct marketing, social media and e-commerce.

Proposer – Christine Kernohan, CMK Associates Ltd, trading as Gladstone Vineyard