



Supporting more than 600 Member Businesses

www.nmba.asn.au

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**Launceston Drive Park Fly
NMBA Leading Business Member**



CHAIRMAN'S MESSAGE

The year 2021 has been a year of contrasts for the Northern Midlands business community, and for the more than 600 registered members of the NMBA.

We have seen pockets of businesses struggle in the light of mainland Covid lockdowns, while Tasmania has been relatively free of restrictions.

There has been a massive interest in Tasmanians seeing more of Tasmania, which for some businesses has resulted in record revenues, while for others the absence of interstate and overseas visitors has been a struggle.

There are critical labour and skills shortages across many industries, but at the same time pockets of entrenched unemployment that continue to have negative impacts on individuals and society.

Our property, construction and engineering industries have defied some predictions of a downturn, and become, if anything, overheated with major problems in supply of materials and skilled tradespeople.

In agriculture, there are innovative businesses that are beating the world, and record prices in many areas, while shortage of labour threatens to leave produce unharvested.

Many businesses are reaping the rewards of entering global trade and ecommerce, while at the same time there are almost daily cyber attacks which have far-reaching disruptions and impacts on companies.

The challenge for the Northern Midlands Business Association is that, more than ever, a "one size fits all" approach to business support is no longer sufficient in this climate of contrasts.

To meet this challenge, members of the NMBA Board are taking on individual "portfolios" of businesses to better understand and develop programs to meet their individual needs. These portfolios include hospitality, accommodation, construction, manufacturing, telecommunications, and agriculture, plus programs to help prepare our younger generation to be the business-people of tomorrow. A specific project is a new Constitution to keep pace with changing times developed by Board Member John West.

Also, for the first time, NMBA has developed a proposal for projects and programs to take it to the next level of supporting and developing the prosperity of Northern Midlands businesses, which has recently received approval and funding from Council.

NMBA was recognised in its 2021 year by winning the Asia-Pacific award for Best Association Executive, following up on its award for Best Small Business Association across 11 different countries in 2020.

I thank NMBA's volunteer Board of Management, Executive Officer, and Finance & Member Benefits Officer for their experience, wisdom, and boundless enthusiasm.

Also thank you to Northern Midlands Council, Tasmanian Government and Tasmanian Chamber of Commerce & Industry for their partnerships and support, as well as The Van Diemen Project and The Project Lab which provide free advice and consulting services to our hundreds of free and paid members.

Ian Goninon



Chair, Northern Midlands Business Association



Annie's Takeaway
NMBA Leading Business Member

NMBA CHARTER

Identifying and enhancing economic development opportunities in Tasmania's Northern Midlands for all local businesses.

From the rocks of Ben Lomond to the Launceston Airport precinct, and towns like Longford, Evandale, Ross, Perth, Campbell Town, and others, covering more than 5,00 square kilometres, Tasmania's Northern Midlands has a diverse range of businesses that cover all industry types, sizes, and market categories

The Northern Midlands Business Association is a not-for-profit incorporated association with a volunteer Board, to maximise the economic potential of this region.

The Board coordinates and manages the wide range of projects in the Association Business Plan, secures funding, and fosters new initiatives. The Board donates its time to provide a wealth of experience as diverse as the businesses of the Northern Midlands.

Members of the Northern Midlands Business Association benefit from a wide range of products and initiatives driven by our Business Plan. Members also contribute to, and can suggest new programs and projects to support businesses in our region.



Crisp Bros & Haywards
NMBA Professional Member

NMBA MEMBERSHIP MODEL

Whether you operate a small farm, home business, or one of our biggest employers, every business in Northern Midlands is automatically a member of the NMBA. To receive the benefits, you need to be registered with up to date contact details on the online business directory at www.nmba.asn.au

Free membership with the Northern Midlands Business Association is available to all businesses who have a business location in the Northern Midlands, or whose owners reside within the region.

Paid membership is available to any person or organisation where the Northern Midlands is an important aspect of their business or community activity and contribution.

Rather than the traditional model where fees must be paid to become a member, NMBA's goal is to engage and **assist every local business**. Free members receive all communications, invitations, member certificate, inclusion on the Northern Midlands Online Business Directory, free specialist consulting and advice, and other benefits

To enable NMBA to do its work and expand its programs, the Association encourages Free Members to upgrade to Paid Membership. Various levels of Paid Membership are available **starting from \$58.50 per year**.

Paid members benefit from having their businesses promoted with regular advertising to the more than 600 recipients and 400 other subscribers of NMBA email bulletins, receiving many of the services of the Tasmanian Chamber of Commerce and Industry (TCCI) at no additional cost, and increased access to free specialist consulting services.

Paid NMBA members are also assured that as a not-for-profit with volunteer Board, every **dollar of their paid membership goes to measurable benefits** for the economy and entire business community of the Northern Midlands.



Josef Chromy Wines
NMBA Professional Member

NMBA MANAGEMENT TEAM

The Northern Midlands Business Association operates with a volunteer Board of Management and part-time Executive Officer. NMBA Board Members have skills and experience across a diverse range of business types and sizes – as diverse as the business community of the Northern Midlands itself.



Ian Goninon
Chair



Jemma Mackinnon
Board Member



Dennis Betts
Board Member



Mike Armstrong
Board Member



Russell Fyfe
Board Member



Richard Duncan
Board Member



John West
Board Member



Gordon Williams
Executive Officer

PROGRAMS & HIGHLIGHTS

NMBA Covid 19 Response - Enablement & Influence

NMBA has continued to provide its 3-Step Process for local business support, funding, and education on Covid 19 safety and recovery for every Northern Midlands business.

NMBA suggestions to the Tasmanian Government during regular Ministerial briefings helped instigate the Travel Voucher system, proposed special funding to all Tasmanian Chambers of Commerce, helped chart the direction of the Premier's Economic and Social Recovery Advisory Council, and highlighted the need for additional grants and support.

As Tasmania transitions from its free-of-Covid status, to opening up and living with Covid, NMBA will continue to drive balancing safety with business prosperity through 2022.



Digga Excavations
NMBA Professional Member

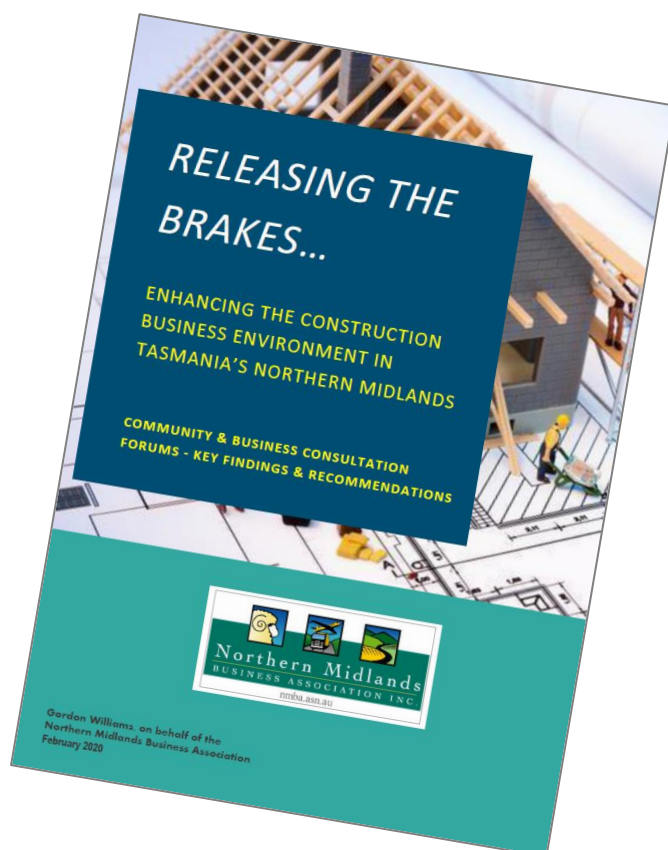
Releasing the Brakes - Removing Red Tape

NMBA's major program of industry consultation, recommendations, and lobbying has been widely acknowledged as a key contribution to legislation and other reforms that are making building projects easier, faster and cheaper in the Northern Midlands and across Tasmania.

Two sets of building red tape reform legislation have now passed the Tasmanian Parliament covering a diverse range of red tape issues reported by NMBA workshops with the local construction industry.

The work continues, with enforceable timing requirements being worked on with water and power utility providers and other authorities, plus additional incentives for the development and constructions industries.

This has culminated in the new Residential Land Rebate which will provide up to \$10,000 contribution per lot to power, water and sewerage installation. This rebate is forecast to release thousands of hectares of privately-owned vacant residential zoned land across Tasmania, which has the potential to deliver up to 60,000 lots for residential development.



Mobile Blackspot Project

Led by NMBA Board Member Richard Duncan, twelve month's work by NMBA and its partners has now resulted in concrete plans to build infrastructure and improvements to reduce mobile voice and data blackspots across the Northern Midlands - the benefits of which will start to come online in 2022.

NMBA's project has involved consultation with the business community to scope the problems affecting businesses and pinpointing the critical priority areas for improvement.

NMBA established a subcommittee represented by NMBA, businesses, Telstra, Northern Midlands Council, and state and federal political leaders.

Through collaboration and enthusiasm among these stakeholders, Northern Midlands is pushing through improvements that otherwise were planned much further into the future, or not even on the drawing board.



Focus on Agriculture

Driven by Board Member **Jemma Mackinnon**, NMBA is increasingly addressing the needs of agricultural businesses which are the backbone of the Northern Midlands economy.

Largely behind the scenes, the concerns and opportunities Jemma is putting forward from the agricultural industry, are being highlighted in government, ranging from seasonal workforce, to accommodation, taxation issues, and access to distribution and markets.



2022 will see an expansion of this program and NMBA encourages everyone in the industry to participate and put forward their views to help the Association support what is the backbone of the Northern Midlands economy.

Agriclean Biosecurity Truck Wash

Owned by the NMBA, Agriclean supports livestock carriers, consolidates Northern Midlands as the heart of Tasmanian agriculture, and protects biosecurity & our environment.

Operational issues continue to be a challenge which NMBA is addressing through a new decision-making Advisory Committee represented by livestock carriers, state government, and NMBA, to continue to provide and enhance this piece of key agricultural and biosecurity infrastructure.



Communications, Education & Networking

NMBA maintains a program of face-to-face and email communications to the business community and other key stakeholders.

The Association's regular eNews Bulletins go to more than 600 business members plus 400 other interested subscribers, with an average read-rate of over 60%. As well as news, opportunities, and invitations, NMBA eNews Bulletins are the primary method for local businesses to participate in Government grants, support programs, reforms and announcements.

During the year, all free and paid members were invited to business breakfasts, seminars and other events that included key information and networking information on writing successful grant applications, marketing, government business support services, telecommunications, ecommerce, staffing and employment, and other areas of interest.

NMBA is also trialing smaller, informal get-togethers for similar businesses, such as accommodation providers. These sessions provide NMBA with valuable feedback on programs to support these businesses, and will be expanded to include other industry sectors in the coming year.

More recently, NMBA has expanded its communications reach through a new Facebook presence, a regular segment in the Northern Midlands Courier newspaper, as well as support for the new Northern Midlands Radio Initiative. An upgrade of the NMBA website will also be taking place in 2022.



Individual Business Support:

NMBA is regularly contacted with individual requests and issues from local businesses. These range of these requests is extensive and include issues with regulations, grants, crime, referrals, business plans, product development, employment issues, and all of the other topics faced by business people.

To address these individual needs, NMBA has set up special arrangements with organisations with the expertise and resources to assist. These services are all at no cost to NMBA free and paid members, and include:

- Individual assistance by NMBA Board members
- Access to the TCCI business hotline
- Special access to the Business Tasmania helpline and resources
- Individual tailored consulting advice from The Van Diemen Project
- Individual tailored consulting advice from The Project Lab

Major NMBA Program Funding

For the first time, NMBA has proposed to Northern Midlands Council and the State Government, detailed plans for projects and programs to expand its activities to the next level, and provide an even greater level of support for the business prosperity of our region.

Both of these proposals have been approved and work is now in progress on project plans for delivering on these new initiatives:

- **Business Data and Research:** Identify and interview all of the more than 600 Northern Midlands businesses, and build an enhanced database in order to enhance NMBA's ability to deliver targeted communications, industry-specific support programs, identify key issues and opportunities, and facilitate business-to-business networking
- **Business Engagement, Communication & Networking:** An expanded program of events, seminars, tours, and educational opportunities for businesses to improve their knowledge and collaboration between them to encourage local supply chains and local circular economies
- **Digital and online:** Programs to assist local businesses in the opportunities and risks associated with computers and online commerce, including putting businesses online, and cyber risk and security
- **TRANSlink Business Development:** A project to appoint and manage a business development resource and consultation with stakeholders to promote and expand activity in the Launceston airport business precinct
- **Empower Portfolio Initiatives:** Resources to assist NMBA Board members with their individual portfolio focus areas, which include:
 - Agriculture
 - Hospitality
 - Accommodation
 - Student & young people programs
 - Special projects
 - Telecommunications
 - Government lobbying
 - Construction
 - Manufacturing
 - Engineering
 - Retail and services

NMBA PAID MEMBERS

Although the majority of the more than 600 NMBA members receive their benefits for free, the Association thanks its Paid Members (as at 22 September 2021) for their contribution that provides NMBA with the resources to support all businesses:

NMBA Leading Business Members:

NMBA thanks its Leading Business Members:

- ***Annies Takeaway Café***
- ***The Project Lab***
- ***Launceston Drive Park Fly***

NMBA Professional Members:

NMBA thanks its paid Professional Members:

- Burlington Berries
 - Chugg Electrical Tasmania
 - Cosway Project Services
 - Crisp Bros & Haywards
 - Digga Excavations
 - Emergency ID Australia
 - eProperty&Co
 - Guy Barnett MP
 - John Tucker MP
 - Josef Chromy Wines
 - Kingsley House Backpackers
 - Linx Employment Tas
 - Mark Shelton MP
 - Northern Midlands Radio 87.6
 - Poatina Chalet
 - Poatina Village
 - Rebecca White MP
 - Richard Duncan Fencing
 - Ross Caravan Park
 - RSK Consulting
 - Rustic Bakehouse
 - Second Office
 - Sherriff Civil Contracting
 - T & J O'Toole & Sons
 - Upper Murray Seeds
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NMBA Paid Associate Members:

NMBA thanks its paid Associate Members:

- Aggie's B & B
- Agribusiness Tasmania
- Brickendon
- Capital Innovation Insurance Group
- D.J. Downie & Co
- Dee Alty & Associates
- Floorworld Launceston
- Just Imagine Youth Drama School
- Longford Berries
- Maintain Contracting
- Monster Mulching
- Mountford Berries
- Mulch Management
- NM ARM Pty Ltd
- Northern Children's Network
- NTDC
- Residential Project Management
- Ross Hotel
- Statewide Independent Wholesalers
- Tania Rattray MLC
- Tas City Building
- Tasmanian Engineering
- The Tiers Tea Lounge
- The Van Diemen Project
- Trout Territory
- TTMI
- Vergola Tas

Financial and Service Supporters

NMBA thanks the following organisations that have provided funding or contributed major services at no cost to NMBA:

- Northern Midlands Council
 - Tasmanian Government Department of Small Business
 - Tasmanian Government Department of State Growth
 - Tasmanian Chamber of Commerce & Industry
 - The Project Lab
 - The Van Diemen Project
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