

**INSTITUTE OF ACCREDITED
BUSINESS CONSULTANTS
(NEW ZEALAND)
INCORPORATED**

ANNUAL REPORT 2008 - 2009

CHELSEA BUSINESS PARK, MOKOIA ROAD, BIRKENHEAD, AUCKLAND

www.iabc.org.nz

INSTITUTE OF ACCREDITED BUSINESS CONSULTANTS NEW ZEALAND INCORPORATED

Governance

In line with the Constitution, the Board comprises a representative from each of the founding organisations – who are in their board position at the discretion of the organisations they represent. These organisations confirmed their representatives for 2008 – 2009 as;

Representation	Nominee	Location
EDANZ	Gaelle Deighton	Auckland (re-nominated)
IBF	Lloyd Davies	Tauranga (new)
SEAANZ	Tony Stephenson	Auckland (re-nominated)
SBECNZ	Lindsay Jeffs	Christchurch (re-nominated)

Other Board members, representing the membership at large are:

Nominee	Location
Ron Massey	Napier (year two of a three year term)
Michael Knight	Wellington (year two of a three year term)
John Segalla	Tauranga (elected AGM 2008, year one of a three year term)
Chris Elphick	Blenheim (year two of a three year term)

Board members have extensive SME experience as owners, operators and consultants of, and for, SMEs and they come from a wide range of backgrounds representing many different professional and business disciplines including Marketing, Manufacturing, Accounting, Engineering and NGOs. We welcomed to the board this year new members, John Segalla and Lloyd Davies. Lloyd joined us as the representative of the Independent Business Foundation and John was elected by members, after the resignation of Deane Purdue due to work commitments. In addition we were fortunate to second Di Davies as a representative of one of our strategic partners, NZ Institute of Chartered Accountants.

The Constitution provides for up to two representatives from an Educational Institute to be elected, our previous representative, Geoff Perry of AUT University, retired from the board during the previous year and Russell Harray also from AUT University joined the board. This representation has enabled us to continue to have a connection to the Economy Institute appointed by central government to work with the APEC/IBIZ Business Council.

The board has had three working committees throughout the year:

- *Education & Accreditation: chaired by Michael Knight*
- *Marketing & Membership: chaired by Chris Elphick*
- *Finance & Risk: chaired by Ron Massey*

In addition, an adhoc committee that included input from members, was formed to undertake a major review of the constitution and this work has been completed in time for the November 2009 AGM. The constitution has been rewritten with the hope of attaining charitable status, and while the objects have been reconsidered and rewritten to

enable an application to be made, this is not a certainty. It may still need some additions or changes. It also became apparent during the 2008 AGM that there were some changes that should be put in place to ensure that the AGM cannot be used inappropriately by members.

Subsequent to the annual general meeting the following board appointments were made:

President	Gaelle Deighton
Vice President	Michael Knight
Treasurer	Ron Massey

The secretariat was re-appointed with a new reframed contract for delivery of administration, financial and secretarial services.

Operations

In the previous financial year it was agreed by the board that a business development manager would be appointed. A business consultant, based in the Bay of Plenty, was appointed under contract in March 2008 with the objective to grow the membership base, grow the number of accredited members and ensure the membership joining process and accreditation process was made available on-line and was of an international auditable standard. The standard that was agreed to was to ensure that the organisation was compliant with ISO/IEC 17024 guidelines. This ISO standard is based on personal certification.

This appointment was brought to an end by a decision of the board in December 2008. There are still issues regarding the cancellation of that contract that have not yet been resolved. There have been some difficulties with retrieving the organisations records as the assets were held for three months and on return there was no data on the computer nor was any back up data returned. Fortunately the secretariat had continued, at the instructions of the board, to maintain all financial records and reporting and as the major database of the organisation is web based there was no danger of losing this information.

A new business development manager has not been appointed and in the meantime there have been several contractors and external organisations undertaking the work required.

Accreditation

A complete overhaul of the accreditation programme has been undertaken over recent months. In the past the IABC accreditation system had been based on qualifications and experience and loosely tied to the 107 APEC/IBIZ competencies. Business consultants could previously achieve certification through a combination of qualifications and experience only, without attending an APEC-IBIZ training programme.

The training programme delivered by the Economy Institute (AUT University) is based totally on the programme developed in Canada, and involves 107 competencies. This was the second pathway to accreditation, APEC recognised, and requires completion of the training programme and evidence of experience. This APEC Accreditation process is still available.

With the help of an internal committee and the AUT University representative on the board a complete review and rewrite of the competencies has been completed. These newly clarified competencies have been used to establish the new on-line certification process. During the review process discussions have been taking place with the APEC-IBIZ Board representative in Australia, who is the chair of the APEC-IBIZ Professional Standards Committee. With his assistance a presentation, giving an overview of the proposed system, will be delivered at the APEC-IBIZ meeting in Mexico in November 2009. The ultimate outcome is to work together to align the IABC certification process more closely with the APEC-IBIZ process and then to work with other APEC economies to consider conversion to the same on-line system. The new international certification, we believe, will also be more acceptable to other international agencies such as the UN, World Bank, and Asian Development Bank.

The on-line certification system uses a web based tool developed by Digital Learning Solutions from the e centre at Massey University to support on-line learning. This tool has been adapted for on-line certification and allows on-line support, coaching and mentoring to the consultant going through the process. The tool has integrity because of its background and proven use; it has security for users, to international ISO standards, and has security for IABC with the protocols for on-going development and back up well embedded.

An application to the international Personnel Certification Body, RABSQA, has also been completed recently. This will ensure that the certification process is constantly audited to international standards and that any personnel certification will be internationally recognised. IABC now has ownership of the title, and can certify an "International Business Consultant". This standard will also ensure compliance with ISO/IEC 17024 that was one of the main objectives for this year's work.

Although the organisation has been active, albeit at a low level, internationally there is already interest from other countries. However there is much work to be completed before we would consider discussing links with any other body. Research however has confirmed that there is no other international certified scheme for the certification of international business consultants.

This will be a competency based model and the intellectual property, when completed, will be owned by IABC, and all the processes and procedures for the certification process will be approved and monitored by RABSQA. The online system also involves RABSQA registered facilitators who will mentor applicants, online, through the process of certification and, if necessary by referring them back to the Economy Institute (AUT University) APEC/IBIZ programme for further training. Because of the involvement of RABSQA, the certification will be internationally visible. This provides wonderful marketing opportunities for future growth and development.

Marketing & Membership Growth

The Institute's principle measurement of success is in membership growth and retention.

Board members have continued to work in their own localities on membership growth and retention. A programme of contacting members was developed and implemented early in the calendar year as there was some concern that the changes, due to the departure of the contracted business development manager, could possibly impact on the organisation.

The feedback was extremely good and clearly reinforced the value of the certification system. The research revealed that most members will embark on the certification journey, especially when it is streamlined with the on-line system. The benefits of the new on-line system for obtaining certification are that the business consultant can develop their portfolio for assessment over time; they can be supported, coached and mentored. This was one of the difficulties and a major shortcoming that had been identified with the previous paper based system.

MEMBERSHIP STATISTICS	
Membership Type	Number
Accredited Professional	24
Affiliated	315
Associate	50
Institutional	2
Total	391

The IABC web site has under-gone a revision to reflect these process changes. There are more changes to be added, which will go live over the next few months and will be linked to the on-line certification process. These changes are also linked to the results of the marketing and communication strategic objective as outlined below.

The marketing and communication strategic objective for the past year has been to revisit the brand, undertake research on brand recognition, develop appropriate marketing messages to attract and retain members, to encourage engagement in the certification process and to raise awareness among SME owners on the benefits of using a certified consultant.

Professional assistance has been contracted to guide the research and to give assistance with the development of the message and collateral. The research work is expected to be completed by the end of the first half of the financial year with the completion of a strategic marketing plan to be the first output and a presentation of findings and recommended strategies are expected to be adopted in the new calendar year. The major goals and objectives for the 2009-2010 year will fall out of this work.

Business Consultancy Requests

New processes for assessing consultants and business owners requiring referrals to provide more information, allowing IABC to match the two parties more accurately have been implemented. Certified management disciplines, location and consultant target market information are now available for matching with client objectives, size, experience, and budget. Referrals are limited to three consultants and all referral information is recorded to ensure referrals are allocated amongst accredited members.

Strategic Plan Progress

See report attached.

Financial Report

The Annual Audited Financial Report 2008 – 2009 is attached. It should be noted that the surplus for the year is modest but appropriate for an organisation with an income stream such as ours. The unexpended revenue relates to the marketing of the new on-line certification process that has been deferred until all systems have been refined and tested by some of our members. We want to go to the market with confidence, integrity and with an outstanding product as it does bring long term growth and revenue opportunities.

Closing

I wish to express my personal thanks to all members of the board for the hard work that they have put into driving the organisation forward and establishing the foundation for holding a unique position in certification of international business consultants and possible future revenue streams. Each board member has taken the responsibility of a particular objective and worked collaboratively to ensure we are achieving our current strategic goals. In some cases we have had members of the organisation assist with projects, so a big thank you to them as well.

The year has had its difficulties, but in spite of this the long term goal has remained a driving force, and it is pleasing to see how far we have progressed. The future looks bright as the international market for certification is certainly a significantly sized one and overseas interests are already requesting information and alliances. The new strategic plan will address these options and ensure that the build of the organisation is steady and strong. We have a bright future.

Gaelle Deighton - President 2008/2009