



ENGAGE TO EMPOWER | JUNE 2024

NAPIER | NEW ZEALAND



NZ SIGN & DISPLAY ASSOCIATION

SIGN MAKERS CONFERENCE 2024

PRESIDENTS WELCOME



Shae Goom

*President, NZ Sign &
Display Association*



Welcome to the beautiful Hawkes Bay for the 2024 NZSDA Sign Makers Conference, back to the town of Napier where I started my Signwriting journey via an apprenticeship in the early 1990's.

Our theme this year is "Engage to Empower". Join us on a mission as we explore the process of converting vision and strategy into actionable plans by empowering, and motivating each other, and to take away good advice, tips and knowledge to implement for your team members in your own businesses all over New Zealand.

Getting your team on board with your vision, passions and goals is one step towards creating a good company culture, creates a clear pathway and a meaningful purpose, and makes it contagious so that commitment can grow naturally, and as we can see in Hawkes Bay, can overcome any obstacle that nature throws at us.

I hope you all have a great conference here in Napier, catch up and meet old friends, have a few laughs, and really get energized for the next 12 months.



AGENDA

THURSDAY 13 JUNE

- 12:00 – 15:00** Registration
Scenic Hotel Te Pania
- 15:30 – 16:30** Annual General Meeting
War Memorial Conference Centre | Room 2
- 17:30 – 22:30** Welcome Event
Progressive Dinner
- Drinks + Entree @ Market Street
Main @ K Kitchen & Bar
Dessert or Cocktails @ Origami - Desserts
@ Monica Loves - Cocktails

FRIDAY 14 JUNE

- 09:30 – 10:30** Industry Expert Panel
War Memorial Conference Centre | Room 2
- 10:45** Transport Pick up at War Memorial
- 11:00 – 15:00** The Urban Winery & National Gin Distillery
Talk, Lunch & Tour
- 11:00 – 12:00** Tour and Talks
- 12:00 – 13:00** Lunch
- 13:00 – 14:00** Key Note Speaker
Henare O'Keefe
- 14:45 & 15:00** Transport Pick Up at The Urban Winery
- 15:30 – 17:30** Supplier Speed Networking Series
War Memorial Conference Centre
Large Exhibition Hall
- 17:30 – Late** Free Evening

SATURDAY 15 JUNE

- 09:45** Transport Pick Up at Scenic Hotel Te Pania
- 10:00 – 12:00** Exclusive Vintage & Retro Collection of
"Not Just Signs"
- 12:00 – 12:30** Transport Pick Up at Cadbury Road, Onekawa
Optional Activities outlined in Programme



THURSDAY 13 JUNE 2024



ANNUAL GENERAL MEETING

*"be encouraged to
speak up in a
welcoming open
forum"*

Setting the scene for the 59th Annual Sign Makers Conference in Napier is our Annual General Meeting, open to all members of the association.

This meeting is an opportunity of many, to engage and meet our new board, to understand the direction the association is taking, what we have been doing and also planning for the year ahead. It is also a chance to give feedback to the Association on any matters that might need to be raised.

Don't be afraid to come along, sit and listen or be encouraged to speak up in a welcoming open forum, we are always happy to hear from the voices that are front facing of our industry.

For the 2024 financial year we will be focused on exposing the value of the NZSDA membership, ensuring that we bring more resources and knowledge so everyone can do better business.

WELCOME EVENT

*Sponsored by
Total Supply*

It's been in the planning for a wee while and so here we go with our first Progressive Dinner Tour in the heart of Napier.

Pre-dinner drinks and eats will be held at one of the finalists for Best Bar Awards 2023, Market St.

Market St is a truly unique, and modern city bar driven by nature enthusiastic foodies that are focused on creating a "fun not fussy" atmosphere and offerings we will all be in for a treat with this first stop.



*"a truly unique, and
modern city bar
driven by nature
enthusiastic foodies"*





Just round the corner, less than a 2-minute walk is the historic art deco Masonic Hotel where the Restaurant on the bottom floor, K Kitchen and Bar will host us for our main meal.

The Masonic Hotel has had a colourful history of rebuilds and refurbishments and has claimed many national awards for their hospitality, redevelopments and accommodation. It is an exceptional piece of art deco history in Napier and one that we wanted to enjoy for ourselves.

The K Kitchen and Bar has recently undergone a glorious refurbishment that is very much in keeping with the art deco style of the building. There are three mains and will be served as 'a drop and swap'.



"an exceptional piece of art deco history in Napier"

For those that just need a sweet treat and a coffee to end the evening, walk 1 minute down the road to Origami that will be happy to serve an exquisite range of Japanese-inspired & freshly-made pâtisserie.

Or if you fancy a nightcap or a cocktail head 3 minutes down the road to a wonderful hidden cocktail bar called MonicaLoves just look for the big neon sign proclaiming 'Who shot the barman?' and you will be in the right place for top cocktails.

Cash bars at all venues for extra beverages.



FRIDAY 14 JUNE 2024



EXPERT PANEL

*Sign Hacks &
Business Know-how*

We are so lucky to have on our panel some top-notch sign makers from throughout New Zealand that really know their stuff and are passionate about our industry and giving back to our Association and its members.

Most have a long history in sign making as owning and running successful businesses, and over the past few years they have had ample experiences in establishing good business practices, overcoming obstacles, finding solutions, creating outstanding results and happy customers.

*"be empowered to
do better for our
own businesses"*

The panel are willing to share and engage with you all about their experiences so we all can learn and be empowered to do better for our own businesses.

Joining our sign makers is our HR Specialist, Anna Ramm and Business Advisor, Dominic Moran equally are experts in their fields and will cover topics such as employment, HR, succession planning, leadership, growth and business recovery.

THE IMPORTANCE OF
TRAINING OUR OWN

BASIC BUSINESS
PRACTICES

UNCOVER TIPS & ADVICE
ON BEST PRACTICE
INSTALLATION

HUMAN RESOURCE -
THE ESSENTIALS

LEADING FROM
THE TOP

WHY INVEST IN
CULTURE & PEOPLE

MARKETING INSIGHTS
& SOCIAL MEDIA
QUICK WINS

IS SUSTAINABILITY
A DIRTY WORD?



SCOTT WALKLIN

Sign Network | Board Member
Christchurch



DUSTIN BRATTLE

Dzine Signs
Wellington



LOGAN SUTTON

Future Grafix | Board Member
New Plymouth



PETER INDER

Signtech
Christchurch



ANNA RAMM

Network HR Specialist
Wellington



DOMINIC MORAN

Advantage Business Advisor
National

TALK, TOUR & TASTE

Urban Winery & Gin Distillery

Two very successful individual local businesses will be collaborating in one venue to engage us with their journeys from grassroots family inspired startup businesses to international recognition.

Both equally successful with their offerings and brands. We will embark on a tour and talk and learn about Tony Bish wines and also the National Distillery Company co-founders and what drove their passion to start up their business. After the tour, talk and tasting, we will gather in The Urban Winery over a shared lunch.

Winemaker Tony Bish has established this own family brand with a unique proposition, that only produces wines made from the Chardonnay grape. This is Tony's main passion in wine, such as he is Australasia's only Chardonnay specialist.

His wines are made at The Urban Winery, which is located in the National Tobacco Company (known back in the day as the Rothman's building) an iconic Art Deco building in Napier. Tony love's innovation, and leads the modern Chardonnay movement bringing more and more consumers back to the joys of this wonderful grape.



"If you're not innovating, you're standing still. Always push the boundaries, it's how great things are discovered" – Tony Bish



The Urban Winery features 5 spectacular egg-shaped concrete and French oak fermenters. These intriguing winemaking vessels produce extraordinary wines and never-before seen styles of Hawke's Bay Chardonnay.

Tony Bish introduced concrete eggs to the NZ winemaking scene in 2015, in a collaboration with NZ Tanks in Hastings. Then later fell in love with the stunning Transude French Oak 'Ovum' egg, Tony Bish then become the first owner of the Ovum in the Southern Hemisphere, and one of only 10 in the world at the time. The Ovum produces the Zen Chardonnay which is a world first of its kind.

"grassroots family inspired startup businesses to international recognition"





“Their point of difference was realising the best beverages tell stories”

The National Distillery Company was founded in 2020 by two best mates, that embraced an opportunity in the middle of COVID, lockdowns and uncertainty to create a gin that would elevate that after work story for the new school G&T drinker.

Their passion came from their vast bartending experience in hospitality, and quickly the National Distillery gins earned the reputation of the ‘bar tenders’ spirit’.

Their point of difference was realising that the best beverages tell stories, not just about how they’re mixed, poured, and served but what they’re made from, where they’re made and how they’re made: the ingredients, process, place and people all come together to create something spectacular.

Their headquarters is in the widely recognised architectural crown jewel of Napier, National Tobacco Company Ltd. Their gins have won many awards and accolades both nationally and internationally since 2019/20, and now distil gin, vodka, rum and whisky from state-of-the-art copper stills.





KEY NOTE SPEAKER

Henare O'Keefe

After lunch we introduce our Keynote Speaker, Henare O'Keefe – known throughout the country as the “International Ambassador of Love” and is the Hastings Ambassador.

Henare is well known locally for empowering individuals, building communities and championing social change. Henare knows what it is like to grow up with not many material possessions.

He was raised in a low socio-economic household in Ruatoria, but his large family had strong core values that taught him what is important in life.

It is these values that have given him a deep commitment to uplift and inspire his community, his people and his country.

Henare will inspire us with stories and experiences on leadership, share how to create a good culture within our businesses and communities and encourage us to be open minded with lifestyle and wellbeing challenges for us, our staff and families.



*“Henare will inspire
us with stories
and experiences
on leadership”*



SUPPLIER SPEED NETWORKING

*"...don't forget
your business cards."*

A fun inter-active event lead by a facilitator to keep things moving and on track. At this event the suppliers will share insights, tips or tricks, knowledge, new products, or even a few treats to keep you engaged throughout the time you speed around the tables.

One table per supplier, 6-8 sign makers in a group that will move around clock-wise every 15 minutes. Invest in your business, take the time to listen and learn, ask questions and don't forget your business cards.

SUPPLIERS PARTICIPATING





SATURDAY 15 JUNE 2024



NOT JUST SIGNS

*Steve Trott Exclusive Private
Collection of Vintage &
Retro Signs - Tour & Talk*

*"You won't want to miss
treasure trove of
history in Napier"*

Steve Trott has opened his doors to his exclusive collection of retro and vintage signs, plus cars and other vintage memorabilia that he has collected from all over the world over the years.

He will give you an insight into his quirky collection of one offs and stories behind where he sought the pieces from.

His warehouse is situated in the industrial part of Napier unassuming hidden away from the street warehouse. You won't want to miss this tour and treasure trove of history in Napier in our back yard.



OPTIONAL ACTIVITIES

Saturday 15 June

Beauty Needs?

For an extra special treat there is options to get makeup and hair done before the NZ Sign Display Awards of Excellence. A make-up artist or hairdresser can come to your room. Only available for groups of 3 or more.

Note that all beauty requirements are at additional costs to the conference costs. Bookings are essential. Options of Beauty service are available on request.

Hours will be from 1.30pm – 5.00pm, Saturday 15 June 2024.

Wine Tour with Lunch?

Why not take in all the beauty that the Hawkes Bay is renown for and head out to a few hand picked award winning wineries .

Bookings are essential - so get intouch for more information. This is an extra cost, however transport can be arranged and will be complimentary.

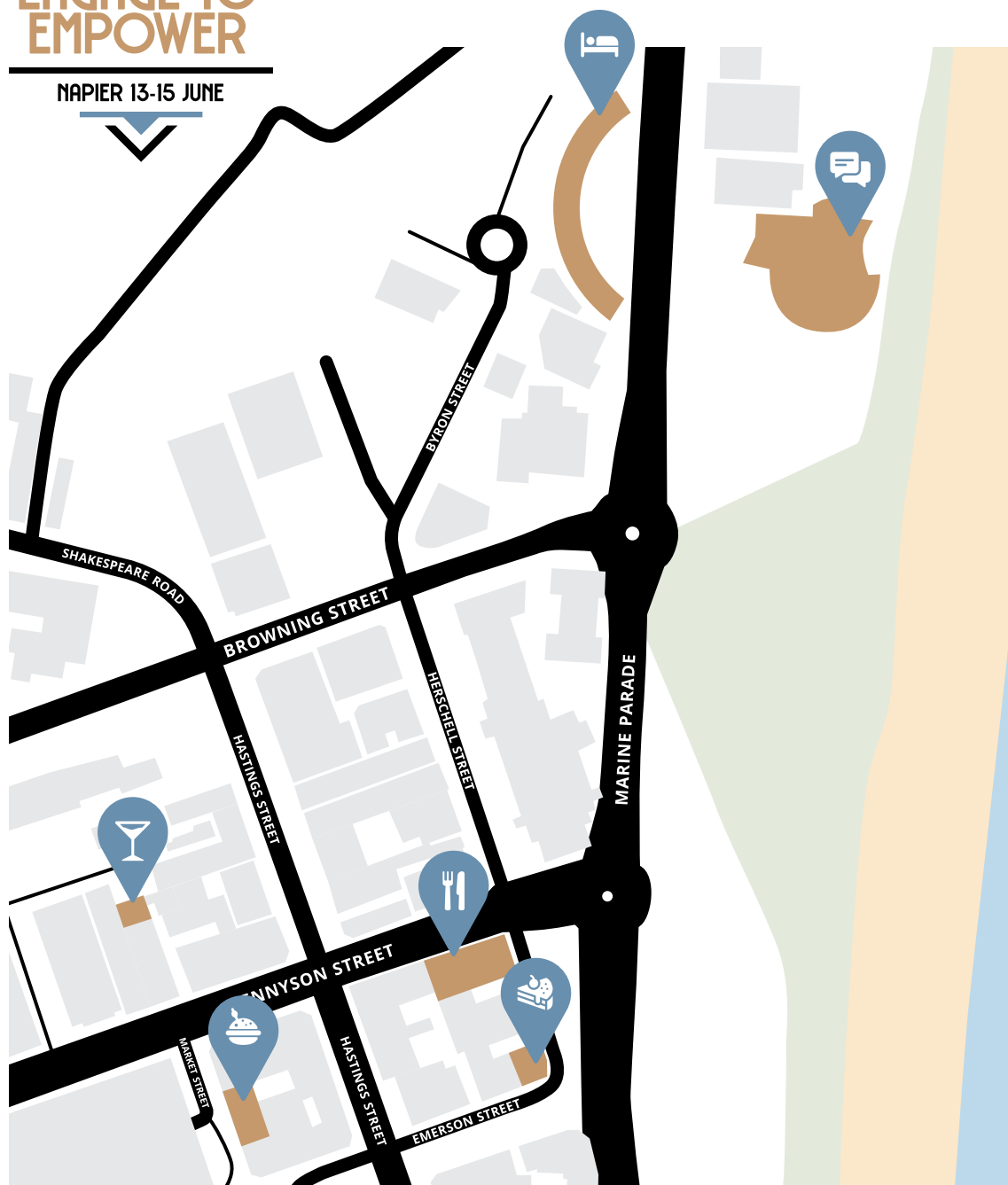
Hours from 11.00am – 3.00pm

Contact Melissa Coutts to enquire.
Melissa@nzstda.org.nz



IMPORTANT LOCATIONS

*Hotel, Conference & Welcome Night Dinner Tour venues
are conveniently located only minutes apart!*



HOTEL

Scenic Hotel Napier
45 Marine Parade, Napier South



CONFERENCE

Napier War Memorial Centre
48 Marine Parade, Bluff Hill



NIBBLES & DRINKS THURS 13TH

Market Street
8 Market Street, Napier South



DINNER THURS 13TH

K Kitchen & Bar Napier
2 Tennyson Street, Napier South



COCKTAILS THURS 13TH

Monica Loves
39 Tennyson Street, Napier South



DESSERT

Origami
2 Emerson Street, Napier South

CONFERENCE NOTES

This image shows a blank sheet of white paper with horizontal blue ruling lines. On the left side, there is a faint, light blue circular logo or watermark. The paper appears to be a standard notebook page.



NZ SIGN & DISPLAY ASSOCIATION

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