

# BETTER BUSINESS PROGRAM

## Monkey Business

Welcome to the first monthly edition of CHH's Better Business Newsletter. Let's face it, where the law is concerned, it's a jungle out there.

This newsletter is designed to provide you with useful tips to help you build your business and promote your products, including:

- real life examples of business bumbles
- warnings of potential legal pitfalls and traps
- essential equipment to take you confidently and safely through that legal jungle.

**CLICK HERE** to link to the Better Business program.



## Good Business branches out

In fact, it's bigger and better than ever – which is why we've re-named it

### **Better Business**

Are you committed to:

- carrying out your business activities legally and ethically?
- better understanding the legal risks and pitfalls that can impact on the running of your business?
- upskilling yourself and your team to be ahead of the pack?

Then check out our Better Business web based reference and training program on Ethics, Privacy, Competition and Fair Trading, featuring three different modes:

**BETTER BUSINESS GUIDE** A quick, easy reference tool with search function to give you short, sharp insight into your legal issues

**TRAINING** A tutorial, interactive style training session leading you through relevant day-to-day examples of issues you can be faced with on these subjects

**QUIZ** Check your understanding of each subject, test yourself for a score!

**CLICK HERE** to go directly to the hub of it all, the Better Business home page.

See *Learning the Ropes* (over) for CHH Better Business training requirements.

## King of the Jungle

Good Business has long promoted the values of integrity and ethical decision making. A recent survey conducted across organisations in NZ reinforces the value of our stand. Integrity and ethics can make a significant difference to a firm's bottom line.

The survey showed that those with high integrity were quick to rise into leadership positions and that those leaders with integrity had a positive effect on both their colleagues and customers, resulting in higher profits.

Take a look at CHH's ethical guidelines: refer to our Code of Ethics or **CHECK OUT** our Better Business Ethics training program.

## Bear essentials

What do you do when an external agency (Commerce Commission/ACCC, police, media) asks about your business or employees? Our Quick Think Procedures (QTP) give useful guidance. **HERE'S WHAT TO DO** when approached by the Commerce Commission/ACCC.

## Cool Bananas!

Cherry scented oil...banana flavoured chocolates...the distinctiveness of these products can now be protected by trade mark. That's right. Recent changes to trade mark law have meant that smells, sounds or tastes can now be protected by a registered trade mark.

In a dynamic and changing business environment CHH is always on the look out to keep our know-how uniquely ours. If you think you have a product that requires trade mark protection call a 10Free lawyer. For contact details [CLICK HERE](#).

## Walk the talk

For legal info and advice: [CLICK HERE](#) to contact one of our 10Free Lawyers.

If you wish to contact Corporate Legal, e-mail us at [CORPORATELEGAL@CHH.CO.NZ](mailto:CORPORATELEGAL@CHH.CO.NZ)

## Ignorance don't mean you won't get caught!

*Stay ahead of the game  
– be aware of the traps...*

A recent case involving Vtech Distributors Limited, a distributor of cordless phones, and another distributor, showed that distribution agreements must not be used to set prices. In a settlement with the Commerce Commission, the companies acknowledged that their distribution agreement, which included a pricing schedule for 'Voyager' brand cordless telephones, was a price fixing arrangement.

The Commerce Commission accepted that both companies *did not understand the law*, rather than deliberately setting out to breach it. However, the fact remained that the *distribution agreement was illegal and penalties were imposed on the parties*.

The case highlights the need for all employees to understand the practical ways that problems like price fixing can arise. To find out how the Commerce Act affects you, check out our [BETTER BUSINESS GUIDE](#) or do the [Competition Training](#).

## Learning the ropes

*Ethics, Privacy, Competition, Fair Trading Training – which subject should I do?*

Carter Holt Harvey expects employees to do regular training. Here is a guide to Better Business company training requirements.

**ETHICS** All salaried employees in NZ and Australia.

**PRIVACY** All salaried employees in positions where they are handling confidential or personal information about other staff, customers, suppliers contractors (eg customer service and human resource staff).

**COMPETITION & FAIR TRADING** All CE's, senior management, sales and marketing staff. Each training subject should be completed annually.

Any queries, or for more info, check out the [BETTER BUSINESS PROGRAM](#) or e-mail us at [CORPORATELEGAL@CHH.CO.NZ](mailto:CORPORATELEGAL@CHH.CO.NZ).



## More than mumbo-jumbo?? Check this out!

*Predatory Pricing – what does it mean?*

Is it pricing that's so competitive, it combats predators (ie competitors)? Is it legal? E-mail us your two-sentence definition of predatory pricing at

[CORPORATELEGAL@CHH.CO.NZ](mailto:CORPORATELEGAL@CHH.CO.NZ)

and be in to win one of twenty copies of an inspirational book. Winners to be drawn on 20 July and notified by email. Hint: check out the [BETTER BUSINESS GUIDE](#) on our legal website.

