



## Position Description

### Chief Executive Officer

Position:	<b>CHIEF EXECUTIVE OFFICER (CEO)</b>
Reports to:	The Board, via the Chair
Location:	Mt Maunganui / Tauranga
Date:	February 2020

### About Genera

Proudly Kiwi-owned since 1975, Genera is an international provider of biosecurity treatments and an Australasian leader in the development and delivery of fumigation and biosecurity services to protect the country's borders from disease incursion.

Valuing innovation, technology and integrity, Genera focuses on research and development of alternative solutions to meet the ever-changing demands of clients, regulators and environmental bodies. Dedicated Research Scientists are constantly testing new fumigant recapture and alternative treatment technology options.

Genera plays a vital role in preserving our unique biodiversity, while enabling trade, exports and our economy to thrive. They offer a comprehensive range of treatment options and advice. With a focus on continual improvement, Genera proactively embraces the need to introduce alternative treatment solutions to meet the demands of clients, regulators and environmental bodies.

Genera takes environmental responsibility very seriously. They developed and implemented a world-leading system for recapture and destruction of alkyl halide fumigants, and they specialise in researching and developing more sustainable, environmentally-friendly biosecurity solutions. Ensuring high quality health & safety processes are a key part of the organisation's culture and focus.

Genera is MPI accredited and the sole New Zealand member of the International Maritime Log Fumigation Organisation. Genera is a founding member of the Stakeholders in Methyl Bromide Reduction Group and a member of the Pest Management Association of New Zealand. The owner and founder of the business, Mark Greenwood, was awarded a New Zealand Order of Merit for services to biosecurity in 2016.

Market leaders in New Zealand, Genera also provides services across Australia and the Pacific Islands.

### Genera Values

- *Honesty:* We are honest in our dealing with each other, customers and partners.
- *Fairness:* We work together to solve problems. We are adaptable and considerate.
- *Transparency:* We're committed to promoting open, two-way communication, so that every stakeholder knows where we stand and where we need to focus our energies to improve.
- *Openness:* We actively build a diverse, inclusive and collaborative work environment where all views are welcomed, and openness is encouraged.



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#### Company Dimensions

Turnover	\$60 million
Staff numbers	200
Locations	New Zealand, Australia, Pacific Islands

#### Position Purpose

The CEO is accountable to the Board of Directors for the delivery of the agreed strategic priorities for the business and the financial and non-financial performance, and leadership. The strategic priorities will include ongoing growth of the business, operational optimisation, capability building (people and technology), maintaining Genera's reputation for industry leadership, company values and culture, and the ongoing increase in the value of the company to its shareholders. The strategic and operational CEO leadership priorities include a continued focus on innovation and research, customer service delivery and planned market development locally and globally.

#### Key Accountabilities:

##### 1. Strategic Leadership

- To initiate, develop and lead the company in a clearly defined strategic direction, ensuring a sustainable, long term and financially viable business.
- To regularly monitor and review the strategic plan within the context of the changing business environment.
- To develop innovative strategies with the purpose of developing new and expanding existing business opportunities relevant to the company's business.
- To ensure that there is a common focus at all levels within the company on the strategic goals of the organisation.
- To ensure that business plans are developed by management and implemented to give effect to the achievement of the company's strategic goals.
- To develop and regularly review the company's strategic plan in consultation with the Board of Directors.

##### 2. Performance

- To ensure effective, safe and efficient management of all resources, including people, finance, facilities, equipment, networks, systems and technology to deliver quality fit for purpose products and services to clients.
- To ensure that commercially competitive contracts are in place with quality suppliers to the company and with customers of the company.
- To ensure that all services of the company fulfil all contractual obligations within quality, timeliness, price and safety guidelines.



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- To develop existing products and services and research new areas of products and services which will increase revenue and margin from both traditional and new sources in order to consolidate the long term economic viability and success of the company.
- To have an ongoing commitment to continuous quality improvement in all areas of product and service delivery.
- Support Genera's Research Team in maintaining world class biosecurity research and innovation initiatives.
- To ensure that the company is always appropriately resourced to fulfil its obligations and to maintain and enhance its reputation in the market place.

#### 3. Customer Focus

- To ensure that the company maintains its integrity with customers and that quality of products and services are continually enhanced and maintained at levels consistent with the expectation of international clientele.
- Ensure that all staff appreciate and behave in a manner that reflects the importance of consistently high standards of customer service at all times.

#### 4. Marketing

- To ensure that the company has a marketing, sales and delivery strategy built around strong branding, innovation and efficient and effective forms of channel delivery.
- Provide leadership to the ongoing development and implementation of the company marketing strategy that will involve business development within the core business of the company and new and relevant areas of business opportunity.
- Ensure the company has a marketing strategy that maintains the company as an industry leader in the development and delivery of new and innovative solutions.
- Ensure the business is well positioned to influence the review and development of industry regulatory settings by central and local government and other relevant regulatory bodies.
- Ensure the marketing strategy is proactive in assessing risk and opportunity globally to minimise the risk and maximise the opportunities for the company in the bio security industry according to forecasted market trends and dynamics.

#### 5. Staff Management

- To ensure that appropriate human resource strategies are in place to meet company objectives, planning and developing future staff capability and capacity requirements.
- To ensure that the HR strategy incorporates effective recruitment, retainment, performance measurement, training, succession, wellbeing and review of all staff.
- Ensure there all staff are clear on their job expectations, have the required skills and their performance is regularly reviewed and are encouraged in their career journey.
- To develop and build a customer service culture throughout the organisation.
- Ensure the company's values and a constructive team culture is maintained by all staff.

#### 6. Financial Management

- To ensure that the agreed financial targets of the company are achieved.
- To ensure that regular reports, financial statements, budgets etc, are provided for consideration by the Board accurately and on a timely basis.
- To ensure that statutory and regulatory accounts and information are provided as required.



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- To ensure that all managers receive appropriate financial reports, budgets and statistics to enable them to be effective and efficient managers of their areas of responsibility.
- Regularly review with managers (direct reports) their performance against agreed targets (budgets), variances are discussed corrective and actions are agreed, and future forecasts are reviewed.
- Ensure that all financial and reporting systems operate with appropriate internal controls and to external audit standards, compliant with best practice.

#### 7. External Relationships

- To maintain a constructive and mutually beneficial relationship with the media, politicians and local body representatives, government department representatives, other industry operators, neighbours, and the public in general.
- Maintain effective relationships with key clients, ensuring their current and future business needs are understood and being addressed.
- Maintain and leverage positive relationships with biosecurity stakeholders including Government, industry, regulators, environmental groups, clients and others.

#### 8. Board of Director Relationship

- To keep the Board of Directors fully informed by providing factual, timely and targeted information to ensure effective decision making, and fulfilment of statutory obligations, and where possible to ensure directors are alerted in advance to potential problems.
- To maintain open and honest two way dialogue with the Chairman and Directors of the Board.
- To ensure the interests of the Board and the company are maintained with respect, integrity and loyalty.
- To participate with the Chairman of the Board in establishing and reviewing agreed performance measures for monitoring the role of the Chief Executive Officer.

#### 9. Health & Safety

- Continue to perpetuate a culture throughout the organisation that reflects high standards of safety, maintenance, cleanliness and good order and professional preparedness of all plant, equipment and facilities.
- Ensure that the company has appropriate health, safety and risk management policies, plans and controls in place, and that these are effectively implemented and monitored.
- Maintain high level chemical management processes and systems, and ensure adequate training of all staff

#### 10. Environment

- The company continues to embrace and display a high awareness and support for the maintenance and protection of the environment. Environmental values (environmental sustainability) continue to be a hallmark of the company in all of its activities.

#### 11. Compliance

- To comply with all relevant legislation, and this includes:
  - Health and Safety Legislation
  - Resource Management Act
  - Companies Act
  - Employment Relations Act



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### **12. Other**

- To carry out other duties as required by the Board of Directors from time to time.

### **Limitations on Authority:**

#### **Matters for approval by the Board of Directors**

- Strategic direction and business planning, incorporating annual financial budget.
- Expenditure in excess of agreed budget levels.
- Staffing requirements in excess of budget levels.
- Initiation of capital expenditure projects in excess of budgetary levels.
- Remuneration adjustments outside agreed budgetary levels.
- The recruitment and dismissal of any direct reports to the CEO.
- Any financial commitments outside agreed budgetary levels that will materially effect the financial position of the company as reflected in the balance sheet.
- The commitment of the company to any external borrowings not in the budget.
- The commitment of the company to any property leases or other legal obligations that will have a material and ongoing effect on the company.
- International travel beyond Australasia to be approved by the Board in advance.
- Such other matters as required by the Chairman.
- All changes in company policy to be approved by the Board.

### **Key Relationships**

- Genera Board and Staff
- Clients and stakeholders
- Government Agencies - MPI
- New Zealand Ports and International Transport Operators
- Regulators
- Environmental Agencies
- Industry Representative Entities

This document is subject to reasonable amendments from time to time by the employer to reflect the requirements of the position.