NORTH HARBOUR BUSINESS ASSOCIATION
Empowering Better Business

UPDATING AND INFORMING THE NORTH HARBOUR BUSINESS COMMUNITY

FYI

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DATE FOR YOUR DIARIES

Graeme Avery to speak

Join us for breakfast on Tuesday April 19 at the North Shore Golf Club to hear Sileni Wines CEO speak about new thinking. Places are limited so book now. See page 9.

Best laid plans

David Wright is putting all of his 23 years' of experience as a police officer to good use in his new role as Crime Prevention Specialist for the business community with the NHBA.

Life rarely goes to plan, and it's just as well. After all, when David Wright signed up for the Royal Navy at age 17 he never imagined he'd have such a wide variety of experiences as a police officer on both sides of the world, and end up working in Crime Prevention for the North Harbour Business Association. And he couldn't be happier.

"This is a change in direction for me and an opportunity. I've always believed that when you finish your life you never want be saying 'could've, should've, would've'."

In his 18 years with the British Police Force David had experience in a wide variety of areas, including community policing, crime prevention, youth crime and family violence. He also served in Bosnia with the UN and worked as family liaison during the aftermath of the Asian tsunami, working with police officers from all over the world.

"You're seeing things that you can't believe, interviewing victims of atrocities. It's a bit like being in the military, there's a Band of Brothers type spirit."

As South East Asia cleaned up after the tsunami that killed hundreds of thousands of people in 2004, David was liaising with British families who had lost loved ones. With the New Zealand Police he went down to help with the Christchurch earthquake in September, and while his retirement from the force meant he wasn't part of the response to the February earthquake, his first instinct was to want to get down there. That, after all, is what he has been trained to do.

Moving to New Zealand wasn't a spur of the moment decision, he and his wife had been wanting to move their family down there for a long time. In fact, his regular enquiries about job opportunities Downunder meant he got quite friendly with the recruitment team.

"We had kind of accepted that it wasn't going to happen. Then out of the blue I got an email one Sunday saying there was a position about to be advertised and if I was interested I should put my hand up. It's the best thing that has ever happened to us as a family, we're never going to leave."

After five years with the New Zealand Police, David is now out of uniform, taking on the newly created role of Crime Prevention Specialist with the NHBA. "It's all about going out into the business community and speaking about crime prevention issues and assessing what their needs are. It's important that there's a sense of responsibility and community to enhance safety and reduce loss of income through crime. It's a safe environment to do business in, the challenge is keeping it that way."

David points out that a lot of crime is opportunistic so it's about lessening the opportunities that are available to criminals.

He says a lot of it is common sense – for example always lock your windows and doors when you leave the building – but he is there to give advice and institute some procedures to help ensure that crime stays low. One of those is a telephone tree so that businesses can notify each other if they've had an intruder, or someone who looked suspicious, so they are on the lookout as well.

"This is a community and everyone who visits and works here is part of that community. I'm not here to replace the police, I'm here to advise and support. We need to work together to make this a place where criminals don't want to come to. If you let your guard down, it can change very quickly. It's not just about what gets stolen, it can affect productivity and staff welfare."

David is excited about being involved in something that's brand new. "I owe New Zealand a way of life and I want to put something back."

Contact David for a free crime prevention assessment, advice, if you have concerns or to report any non-urgent suspicious activity. Phone 968 2222 or 021 560 287, or drop him an email at david.wright@nhba.org.nz

New Directions

Despite the devastating earthquake in Christchurch, North Harbour Business Association chairman Graham Boult says 2011 is shaping up to be a year of promise and exciting developments.

The NHBA has a new face at the helm, injecting a new perspective and energy to the association. Janine Brinsdon recently returned from several years in the UK and is committed to take NHBA forward in 2011 and beyond.

The new year also brings with it new partnerships and relationships between North Harbour and Auckland City. Carpool Now – a partnership with Auckland Transport – is entering phase two (see page 7), giving businesses the opportunity to promote the scheme to their employees.

The appointment of David Wright around Crime Prevention marks the beginning of a joint venture with the Ministry of Justice. It gives North Harbour the opportunity to be the pilot test for the rest of the country in this exciting new project. We want to ensure North Harbour is a graffiti free and crime free community.

The NHBA has also found a new home with a shift to new higher profile premises on William Pickering Drive that have the flexibility to meet our changing requirements.

Keep an eye out for our Business Expo (page 4) and the upcoming CEO Breakfasts, the first of which is with Graeme Avery, CEO and owner of Sileni wines (see page 9).

The Christchurch earthquake has shattered many businesses' plan for a better start to 2011, and the devastation has shown just how fragile our economy is. We really feel for our Southern counterparts and our thoughts are with them as they begin to move on and rebuild. The disaster also brings new challenges for NHBA, where a number of North Harbour companies have lost significant clients and associates in the fallout of the quake.

We are looking forward to working with you all to create a successful 2011.

Graham Boult NHBA Chairman

Change in the air

FYI MAGAZINE HAS A NEW EDITOR AND A NEW DIRECTION. Ellie van Baaren will be putting together the bi-monthly publication, talking to business owners and organisations in the North Harbour area so that you know what's going on.

While FYI will still be letting you in on what's happening with the NHBA, we also want to hear about any new projects you might have started, innovations within the company or locally-minded questions that you have.

If you have something to share, contact Ellie on 021 774 831 or NHBA general manager Janine on 968 2222.

CASH IS KING

CASHFLOW – IT'S ONE OF THE MAJOR obstacles to running a successful business in New Zealand. Business owners can often be found lying awake at night worrying about whether their creditors will pay in full and on time, thereby freeing up vital dollars for everyday business activities.

But now a new banking solution from BNZ could solve those sleepless nights.

Invoice Finance is BNZ designed and built technology that provides businesses with instant access to up to 80 per cent of their credit sales without having to wait for the 20th of the month.

Businesses are able to receive the majority of the face value of unpaid invoices on the day they issue the invoice. The remaining 20 per cent becomes available once the invoices have been paid in full.

BNZ Director – Partners Anthony Healy says Invoice Finance allows businesses to escape the catch-22 situation of having to wait to be paid before they can fund activities such as expansion, investment, employing more staff or buying materials.

"With Invoice Finance we've taken a realistic view of how businesses actually operate and tailored our solution to fit their needs — not ours. The bottom line benefit is that it will help them free up cash flow when they need it so they can get one with the already difficult task of running a business instead of juggling finances."

The system has been designed to be as simple as possible, and can be accessed through BNZ's Internet Banking for Business system. "It's available 24/7 and, because Invoice Finance uses the invoices themselves as security, it means traditional collateral like the family home or other business or personal assets is no longer required," says Healy.

In addition to domestic sales, BNZ can also fund invoices for goods sold into Australia (as long as the goods are sold in NZ dollars) and is compatible with nearly all accounting packages including SAP, MYOB, Xero, Quickbooks and Infusion.

Invoice Finance is available to medium-sized New Zealand businesses with annual credit sales in excess of $2 million per annum.

For all enquiries please contact: Alex Lancaster. alex_lancaster@bnz.co.nz Phone: (09) 976 5116.

Te Ara Alexandra

PROJECT UPDATE

WITH PHASE ONE OF THE TE ARA ALEXANDRA CYCLE AND walkway project complete, it's time for locals to take in the widened bush-lined trails and the newly finished mural by airbrush artist Jonathan Grange in the tunnel under the Upper Harbour Highway.

Created using spray paint onto corrugated iron, the tunnel's mural required even more technical skill than usual for the experienced artist. "The mural design is bright and colourful with native trees, ferns and shrubs that weave in and around scenes of activity," says Grange.

The tunnel was previously rough and uninviting, with graffiti and very little light through the centre. As part of the upgrade, more internal lighting has been put into the tunnel, and seating has been provided beside both entrances.

The overall Te Ara Alexandra project is a stream restoration and recreational pathway concept that involves upgrades and extensions to the path connecting Rosedale and Unsworth Heights, along the Alexandra Stream. The aim of the project is to improve the connections between local neighbourhoods, workplaces and schools in the area, making them safer and more fun, while also improving stream water quality, scenery, and the environment for native fish and bird habitat.

Work has been underway for the last four months constructing a 3m wide path from Jack Hinton Drive to Barbados Drive that will provide a safe environment for more people to walk and cycle to work, school and local recreational facilities. Phase two, from Barbados Drive to Unsworth Heights, is due to be completed by the end of the year.

A special bike ride along the newly upgraded trail will take place on Sunday April 3 as part of the Bike Expeditions – a series of friendly beginner bike rides organised by Auckland Transport. For those interested in taking part, visit **www.aucklandtransport.govt.nz**

Making lasting connections

Strong local relationships are at the heart of every business community and sometimes it's hard to lift your head above the parapet and make the effort to network and learn about what's going on in your own backyard. Enter the inaugural NHBA Business Expo.

The Expo is being driven by NHBA general manager Janine Brinsdon with the full support of the board, all of whom are themselves local business owners. The event fills a need identified within the business community itself and through local media such as The Networker to promote and support closer ties between the businesses in the area.

With space for only 30 exhibitors, it also keeps the expo at a manageable size. We've all been to established expos and been bamboozled by all the exhibitors, noise and people. It's incredibly difficult to get around everyone and to make any meaningful contacts, which is what this expo is all about.

"There is a real desire to collaborate and to empower business in the area," Janine says. "Dealing with local companies has a direct impact on your business' bottom line. It can lower costs, increase efficiencies and build on your knowledge base, all of which generates higher profits. Plus a vibrant, successful business community also attracts other businesses into the area."

The cost for a stand has been deliberately kept low – $300 + GST – as a nod to the fact that Albany is filled with mainly SMEs. The NHBA wanted to make it as accessible as possible.

While the focus is on getting businesses and visitors from the North Harbour area, the Expo will also be promoted to other areas in Auckland. NHBA is also tapping into their strong ties and co-operation with key stakeholders throughout the Auckland area across local government and the industry.

Attracting visitors from outside the immediate surrounds not only exposes Albany businesses to a wider audience, it may also tempt a few to shift their operations across the bridge. Who knows what may come of it?

Janine says the NHBA are expecting about 500 people to come through the expo from 10am-5pm, and they will also be hosting an After 5 event when the doors close for the day. The expo is free for anyone coming to visit and full and associate NHBA members can attend the After 5 event for free.

For more information head to www.nhba.org.nz

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Be an exhibitor

What: NHBA Business Expo – Empowering Better Business
When: Thursday April 14, 10am-5pm
Where: Kristin School, Albany Highway, Albany
Cost: Exhibitor $300 + GST for a stand, visitors free

There are only 30 spots available and, while NHBA members get first option, it's first in first served, so you'll need to get in quick.

Why exhibit?

This is a great way to start new relationships – whether they're with potential customers or potential alliances. You'll have the opportunity to show off your wares, educate people on your company philosophy and what you do. It will do wonders for your profile – both locally and outside the area – and you'll get to interact with other exhibitors across a range of industries, from fashion to technology, food to business services.

What does it cost?

For a standard stand (2.4m x 1.2m) you'll pay $300.

This includes:
- display panels for displaying your marketing material;
- wireless broadband;
- a listing as an Exhibitor on our www.nhba.org.nz website – hosted on a specific Expo Page;
- invitation to yourself and one guest to the After 5 function which will be held at the venue and hosted by NHBA. Additional guests are welcome at a nominal charge of $15 (plus GST).

Power is available for an extra $60.

The expo will be promoted through a number of media outlets and networks throughout March and April to ensure there is a great crowd.

These outlets include:
1. The Networker
2. Albany Buzz
3. Channel magazine
4. North Shore Times
5. Albany and East Coast Bays
6. Social media networks

To book your stand contact:
Janine Brinsdon,
General Manager, NHBA
Ph: 09 968 2222 or
mobile: 021 212 4942
e: *janine.brinsdon@nhba.org.nz*

COME AS YOU ARE

FREE ENTRY

IF YOU'RE NOT AN EXHIBITOR THERE'S NO reason you can't get a huge benefit for your business from the Expo. As a visitor you still get the chance to know more about what's going on in the business community you are a part of, plus to find out about some products and services that you may need now or in the future.

Entry is free and you could win one of a number of door prizes provided by local businesses.

It's guaranteed you'll discover some businesses and services you didn't even know existed in your area.

AFTER 5 EVENT

APRIL 14, 5PM
KRISTIN SCHOOL, ALBANY HIGHWAY, ALBANY

- Full and associate members can send one person for free
- Exhibitors may bring one guest for free
- All additional tickets can be purchased for $15pp

After the Expo proper NHBA will be hosting an After 5 event. It's the ideal opportunity to network, mix and mingle on a more social setting over a drink or two. There will be a short presentation, but other than that it's all about making connections.

Contact admin@nhba.org.nz for tickets or to RSVP. www.nhba.org.nz

Summer Series of Biking

Using alternative forms of transport this summer could get you fitter, healthier, and best of all, out of the traffic jams and into the fresh air.

This summer Auckland Transport organised a programme of events to encourage Aucklanders to get out of their cars and onto their bikes.

The summer series included Beginner Bike sessions to help those who were wobbly on two wheels get some confidence, a wine and cheese Try My Bike session with experts and a whole range of bikes to try, a Bike Maintenance Workshop where beginners learnt to fix punctures, and the Bike Expeditions for beginners wanting to try out their skills on easy tracks around the city.

According to Auckland Transport Walking and Cycling Co-ordinator Debbie Lang, the series is aimed at beginner to intermediate riders needing a bit of help in gaining the confidence required to get them back in the bike seat.

The sessions have all had a fantastic response so far, and Lang says the events will be repeated next summer. And for those amateur bikers who haven't had the chance to get out and about – don't worry, there's still time.

Two more Bike Expeditions are planned, one in Sunnynook on March 20, and one to the newly upgraded Te Ara Alexandra cycleway near Rosedale Park, on April 3.

The expeditions, led by Lang, provide an easy introduction to cycling for those who haven't been out in a while, and a fun social occasion for cyclists.

"On the Devonport bike ride, we had someone who'd only just learnt to ride her bike the week before at the Beginner Bike session," says Lang. "She finished the trail, and as she came in the other cyclists cheered for her. It was great."

As well as the absolute beginners, the expeditions are also designed to encourage people who haven't ridden a bike for a while – some since they were kids. The rides are leisurely, no one is left behind, and bikes are available for those who don't have them – just book when you register. The rides start at 10am and generally finish between 12pm and 1pm.

Making the expeditions along easy off road tracks, as well as having an emphasis on safety, means the rides are an excellent introduction to the pleasure of biking for many people who might have otherwise lacked the confidence to get out on their bike.

If the social biking expeditions don't suit, watch out for Bike to Work Wednesdays. Depending on where you live and how far you have to bike, this could be more your style.

On the scheduled Wednesdays, participating cafes in the region will provide a free coffee to people biking to work. If you've been thinking about giving it a go for a while – or even if you haven't – the enticement of a free coffee from your favourite café could be just the motivation you need. All you have to do is ride to work on the right day and call at the cafe between 7am and 9am to collect your coffee. Two more Bike to Work Wednesdays are still to come: March 23 and April 6. See below for the list of cafes involved.

Bike Expeditions registrations

Registration is essential. Email **Debbie.lang@aucklandtransport.govt.nz** with your name and the event you wish to attend. Alternatively phone Debbie Lang on 355 3553. If the weather is bad the ride may be cancelled. If there are light showers or overcast conditions the ride will go ahead. Go to **www.aucklandtransport.govt.nz/about-us/News/Events/Pages/Bike-Wise-Events-For-Auckland.aspx#bikexped** to find out where to meet and other details.

Bike to Work Wednesday participating cafés:

- Caffe Massimo, under Event Cinemas Westfield, Albany
- New Deli and Café, Cnr Rosedale Rd & William Pickering Dr
- Café Drina, Cnr Paul Matthews Rd & Omega St
- Mozaik Coffee, 61 Constellation Drive
- New Güsto Café, Cnr Rosedale Rd & Apollo Dr
- Columbus Café, Smales Farm
- Caffe Massimo, The Strand, Takapuna
- Lounge Café, 55 Birkenhead Ave, Highbury shops
- Devonport Deli Café, 16 Victoria Rd.

Share and share alike

After months of loitering outside cafés and bakeries, Sue Kohn-Taylor has graduated to the boardroom. But it's not what you think. It's all in the name of carpooling.

As the North Harbour Business Association's Transport Co-ordinator, Sue Kohn-Taylor is spearheading the Carpool Now project and has spent the past few months encouraging workers in the North Harbour area to sign up to the database, signaling they're interested in carpooling to work.

Catching people as they grab some lunch has given the project a great start – more than 240 people have already signed up to the database – but this is a numbers game so now it's on to phase two.

Over the next six weeks, Kohn-Taylor will be visiting 200 businesses, enlisting their help in encouraging their staff to sign up. "The more people who sign up the easier it is, and if a community doesn't work together to do this then it's not going to work. The commute to work is only going to get worse and now with petrol so expensive it's a great way to share the costs."

Businesses receive employer packs including everything they need to promote Carpool Now to their staff, even down to email files they can send around. It doesn't cost the business anything, but it helps top up their green credentials and it can make a great difference to the employees.

The Carpool Now scheme launched in November 2010 and was based on other successful models already running in Wellington and overseas. Potential carpoolers sign up online, or fill in a form, signaling whether they are a driver or a passenger and their address. When others are looking for carmates they don't see specific addresses, just how many people are close by. Then it's up to them to contact each other and make arrangements.

The website has all sorts of tips on how to share out the costs, how to choose your carmate and how to make it work. Kohn-Taylor says even carpooling once a week can make real savings, plus it saves on having to find a park. You might even make some new friends.

"It works really well in business areas that are quite concentrated in a bigger area and where the business association is active. This scheme will be more important when the Albany highway upgrade starts because the road works will be going on for a long period of time."

Businesses are getting on board already. "They think it's a fantastic idea, very proactive," Kohn Taylor says. She points to the Open Wananga who are currently stenciling carpool-only carparks close to the building. "We are encouraging more companies to do that because carparking issues make it a big incentive. There are lots of yellow lines and bike lanes around here and only so many parking spaces."

KEA Campers are also supporting the scheme, having Kohn-Taylor in to do lunchtime presentations to encourage their staff to sign up. It is also an option for schools with teachers coming in every day or even school runs.

The aim is to get more than 400 people on the database and merge with the regular carpooling database to give people options for getting to their workplaces in other parts of the city.

To sign up head to **www.carpoolnow.co.nz** or to get Sue Kohn-Taylor to come visit your workplace, phone 968 2222. Email: traffic@nhba.org.nz

Taking it Easi

It's an innovative idea that turned into a highly successful company and this month, EasiYo open their doors to you in an NHBA After 5 event.

When Len Light started experimenting in his Belmont garage to find a way to make bulk yoghurt for his family, he never imagined it would turn out like this. More than 20 years later EasiYo is an international company that still provides one of the only non-electric methods of making yoghurt at home.

Still based on the Shore – in Albany – EasiYo will be opening its doors to North Harbour businesses at the March 24 After 5 forum.

CEO Paul O'Brien says it's an opportunity to show off their premises – with a fantastic boardroom that boasts indoor-outdoor flow – but also to inspire North Harbour businesses. "Albany is full of small businesses that buy off each other and trade with each other. That's where the bonding is – we stick together for strength. The Westpac Enterprise Awards are always chock full of businesses celebrating success."

Paul says hosting an After 5 event is part of a more open marketing strategy instituted after the Light family sold the business last year. "When we were a family company, they kept to themselves, but since it was sold we've been trying to open up the place, entering awards and following a corporate branding. I love giving away free product."

Which is what will form part of the event itself. Paul is promising a tasting of EasiYo's flavours as well as a short presentation on global nutrition gleaned from Leatherhead in the UK. After all, yoghurt ticks a lot of the boxes when it comes to what's healthy.

Appropriately, considering the business is based on the Shore, Paul is a fan of being on this side of the harbour. "The Shore is very parochial and see the bridge as a sort of protection, plus we have the best beaches in Auckland. It's very friendly, very informal and the air is clear. We have a lot of innovation and a strong entrepreneurial spirit."

www.easiyo.com

AFTER 5 EVENING

MARCH 24, 5PM
EASIYO, 6 JOHN GLENN AVE,
NORTH HARBOUR

HIDDEN GEM

When NZNet and Caprica hosted an After 5 event it gave a lot of local businesspeople a chance to see a brand new, state of the art facility they didn't even know existed.

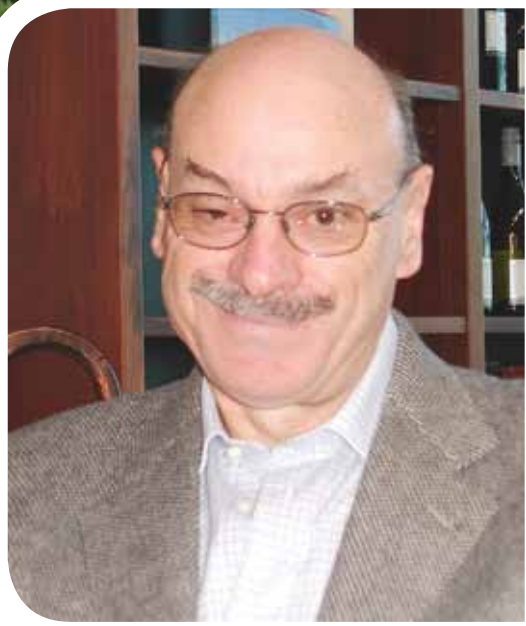
The Caprica Gaming Lounge is the largest of its kind in New Zealand, providing 90-odd gaming consoles with the latest and most popular games. There are also private rooms for playing games or watching movies, and a party room to celebrate special occasions. There's also a boardroom, conference and teleconferencing facilities for businesses, government agencies and organisations to use.

Stephen Taylor says the evening went really well. "They were kind of like 'wow' as we showed them around downstairs, it was a facility they didn't really know we had had down here."

And that's what the evening was about for NZNet and Caprica, letting locals know that they are here and a little bit about what they do.

Stephen says while the North Harbour area is growing fast, he feels the businesses don't really know a lot about what each other does. Which is where the After 5 evenings come in: "you meet people and find out how they can help you and how you can help them."

www.caprica.co.nz



CEO Breakfast

with Graeme Avery

WITH OVER 40 YEARS OF INTERNATIONAL business experience, Sileni Estates CEO Graeme Avery will be a CEO speaker you won't want to miss.

A Fellow of the Pharmaceutical Society of New Zealand, Avery started his career with a Diploma in Pharmacy, but went on to found the export orientated, international medical publishing house Adis International in 1964.

The company became a world leader specialising in publications on new prescription drugs and their use in disease management. When he retired after more than 34 years, Adis International had 400 employees and offices in 10 countries.

He is also well known as a sporting entrepreneur and fundraiser in the Auckland region. He co-founded the Millenium Institute in Albany with The Warehouse founder Stephen Tindall, aiming to create a world-class centre for excellence in sports and participation in healthy recreation and fitness. He also led the fundraising appeal for the East Coast Bays Stadium, was heavily involved with the North Harbour Bays Athletic Club, has been a board member and chairman of Athletics New Zealand, and helped the Bays Cougars team in the national club teams competition.

This outstanding CEO has received a number of accolades over his career, including *North & South* magazine's New Zealander of the Year in 2003 for his contribution to business, sport and tourism. He was conferred an honorary doctorate by Auckland University of Technology for his outstanding and nationally recognised contribution to health publishing, and elite and developmental sport in New Zealand.

He was conferred as a laureate of the Enterprise North Shore Business Hall of Fame in 2005 and was awarded the Companion of North Shore City Award in 2010, the last Civic Awards for the North Shore before the creation of the Super City. He was made an Officer of the New Zealand Order of Merit ONZM in the 2007 Queen's Birthday Honours for his work in business and sport.

It was an interest in wine that led the businessman to establish Sileni Estates in 1997, along with financial director Chris Cowper and winemaker Grant Edmonds. Sileni Estates – named after the Sileni who featured in Roman mythology alongside Bacchus, the God of Wine and celebrated good wine, good food and good company – is an export-oriented wine producer, committed to crafting world-class fine wines. As CEO and owner, Avery is responsible for strategic planning and export market development. The vineyards and winery are based near Hastings in the Hawke's Bay. Sileni wines are currently distributed in 50 global markets.

As well as its high quality winery, Sileni Estates showcases an architecturally designed epicurean centre, tasting room, culinary school and gourmet food store. Sileni Estate wines are of a high export standard, with several awards to their name. The Sileni Estates 2004 Cellar Selection Sauvignon Blanc was awarded the New Zealand White Wine Trophy at the prestigious International Wine Challenge in London, the 2009 Cellar Selection Sauvignon Blanc and the 2009 Cellar Selection Pinot Noir were awarded Judges Choice Awards at the Wine Access International Value Wine Awards in Canada, the Cellar Selection Sauvignon Blanc was awarded 90 points in the May edition of the prestigious *Wine Spectator* magazine in the US, and the 2009 Estate Selection The Lodge Chardonnay was awarded a Blue-Gold at the Sydney International Wine Competition.

Sileni Estates is committed to sustainable viticulture and winemaking practices and achieved 1SO 14001 certification in May 2002. The winemaker won the Champion Merlot Trophy at the 2007 Air New Zealand Wine Awards for their sustainably produced wine the Sileni Estates "The Triangle" Merlot 2005. Avery was pleased with the result, and asserted the need for minimal intervention in grape growing and winemaking. "It is becoming increasingly important in New Zealand and in our export markets to employ sustainable practices in the production of our wines."

Upon moving to Hawke's Bay in 1999 Avery was instrumental in the establishment of the 'Hawke's Bay Wine Country' brand, Food Hawke's Bay and the Hawke's Bay Farmers Market and was a former Chairman of the New Zealand Food & Wine Tourism Network.

Subject: New Thinking for a New Future
Date: Tuesday, 19 April 2011
Time: 7am-8.30am
Venue: North Shore Golf Club, Appleby Road, Albany
Free to NHBA members.
To RSVP please email **admin@nhba.org.nz** or phone 968 2222.

THE WORD IS OUT

Getting your Sealegs

Going from sea to land has never been simpler, with the amphibious boats developed by innovative company Sealegs on the North Shore.

Since introducing its amphibious boats into the market in 2004, Sealegs Corporation Limited has gone from strength to strength. Now with two factories in the North Shore, more than 50 staff, and boats being used by customers in New Zealand, Australia, France, UK, South Korea, Malaysia, Ireland, Hong Kong, Thailand, Belgium, United Arab Emirates and the US, Sealegs is truly an international company.

The boats are amphibious due to the patented system of hydraulically motorised, steerable and retractable wheels, meaning that users don't have to leave the boat when transferring between land and water. This becomes useful in situations where there are safety issues around getting out of the boat, or where transferring quickly and easily is paramount. It takes away the need for a trailer, boat ramp access – and getting wet.

Managed by entrepreneurs David McKee Wright and Maurice Bryham, Sealegs has also recently become the Official Marine Partner of the All Blacks, creating an alliance the company says is based on mutual strength, reliability, and innovation.

The limited edition All Blacks series amphibious boats had their inaugural outing in Paris at the beginning of March when the first of the boats was offered for auction by Sealegs to raise money for Christchurch Plunket. The donated boat helped secure $51,000 for the charity, with the money going to help families affected by the recent earthquake.

"The money raised in the auction will make an enormous difference to the services Plunket can offer to the families of Christchurch and those that have fled to outlying regions, and are seeking Plunket support," Plunket Chief Executive Jenny Price said about the generous donation.

The recent floods in Australia provided another opportunity for Sealegs to show the capabilities and relevant applications of the innovative boat designs. The company sent a 6.1m RIB rescue craft and crew to Brisbane, and was immediately able to prove its worth by participating in the rescue of 40 people at Logan, one of the worst affected areas, in conjunction with the Queensland State Emergency Service's (SES) rescue operations. In all they completed four trips to and from a local island where families were stranded.

A second 6.1m craft and crew joined

the original shortly after to work alongside volunteers battling the floods.

The company's Australian representative Tom Carlisle headed the company's rescue contribution in Brisbane. According to Carlisle, the unique amphibious abilities of the Sealegs boats meant the rapid response craft were able to achieve the same workload of several normal boats. "In a traditional flood search and rescue situation in Brisbane using rescue 'tinnies' (aluminum boats) this would involve up to 30 'launch and retrieves' a day, whereas with the Sealegs boats we only had to launch once," he said. "This resulted in one of our boats, with two crew and two SES personnel doing the same work in a day as approximately 15 boats."

The boats are amphibious due to the patented system of hydraulically motorised, steerable and retractable wheels, meaning that users don't have to leave the boat when transferring between land and water.

The ability to 'float-drive-float-drive-float' enabled rescues and the faster delivery of emergency supplies to people marooned by water up hills – traditionally crews would have had to moor then walk the supplies up the hill. Rescues of the elderly who couldn't walk down hills were also easier, safer and faster, and stranded families didn't have to wade through the dangerous waters to gain access to the boat – the crews were able to simply drive up and help them board.

According to David McKee Wright the company has sold more than 75 boats into Australia in the last five years but has only recently started talking to the rescue and emergency services about Sealegs' unique amphibious rescue capabilities. "I wish the authorities did not have to experience the capability and of amphibious boats in such tragic circumstance, but I am delighted that Sealegs is proving itself an asset on the front line of first response and rescue craft," he said at the time.

Not content to rest on their laurels, the research and development team at Sealegs is always busy with new innovations to the original design. The most recent is the addition of All Wheel Drive (AWD) to the system for those customers facing more challenging terrain. AWD enables the boats to scale steep river banks and beach heads, and allows increased capability on slippery inclines or when travelling across heavy mud or quagmire.

To promote the unique capabilities of their amphibious boats, the Sealegs team also regularly attends the worldwide boat shows. Some of the shows they go to include the Naples Boat Show, New England Boat Show, Miami Boat Show, West Palm Beach Boat Show, Seattle Boat Show and the Cavallino Classic Yacht Hop in the US.

To give some idea of the size and style of these shows, the Seattle show is generally visited by in excess of 60,000 people and the Cavallino Classic Yacht Hop is targeted at Ferrari and megayacht owners. According to Sealegs' North American vice president Jon Hoflich, the Sealegs stands at both shows are constantly crowded with patrons intrigued by the benefits of the amphibious system.

The recent awards Sealegs has won for their boats highlights their popularity in the US. The Sealegs 7.1m Amphibious RIB won the Recreational Grand Award 'Best of What's New 2010' from the world's largest science and technology magazine ***Popular Science***, and the prestigious '**Best New Powerboat Under 30 foot**' at the 40th Annual Newport Boat Show, Rhode Island.

But while winning awards is nice, it's the hard work and dedication of the Sealegs team that is the vital component to their success. It just goes to show that it's possible for companies from the North Shore to compete internationally and make it big around the world.

NEWCOMER

Healthy food, healthy pets

Does your pet have itchy skin or paws? Then you might need to have a look at their diet to check for allergies.

When they were told their dog Benson's itchy feet and ears might be due to food allergies, Vicki and Peter Dunne were sceptical. They had always fed Benson 'premium' pet food, and didn't see what else they could do to improve his food.

But they decided to try an elimination diet and researched the alternatives anyway, hoping to improve the life of their itchy 8-year-old Newfoundland dog. What they found is that not all pet food is created equal, and that most found in New Zealand didn't fall under the 'natural' heading often required for pets with allergies.

"There is a huge amount of information about pet allergies available on websites from overseas, but they talked about products that weren't available in New Zealand," says Vicki.

And it's not just for pets with allergies – they found that in general healthy, nutritious and natural pet food options were missing from the New Zealand market. So the Dunnes decided to establish their company Healthy Pet Foods, and have just started importing the kind of healthy products they wanted to feed Benson, so that other pet owners can benefit from the improved nutrition.

Before setting up, they travelled to the US and Canada to talk to distributors of natural pet foods, and attended the Super Zoo pet industry trade show in Las Vegas. "We saw first hand the huge amount of product that falls under the natural/healthy product heading that is available over there."

After much research they settled on a range of dry foods from Canadian company Petcurean Pet Nutrition. "We want to give dog and cat owners in New Zealand a choice," says Vicki. "If they want to provide a really high quality food for their pets, now they can."

According to Vicki the best way to ensure your pet is getting the best nutrition possible is to look at the ingredients on your pet food packet. "The better quality ingredients are going to provide better nutrition. It's important to look past the pretty pictures and look at what is actually going into your pet's food."

For more information on pet allergies, pet nutrition, and the natural pet food options from Healthy Pet Foods, go to **www.healthypetfoods.co.nz**

NHBA WINECLUB

Mt Cass Waipara Pinot Noir 2009
Mount Cass is a family owned boutique vineyard producing handcrafted wines in the heart of the Waipara Valley, North Canterbury. The Waipara Pinot Noir 2009 has savoury spice notes that are accented by the perfumed aromas of violets, red cherry, blackberry.

Northwood Estate Pinot Gris 2010
Northwood wines come from the stony river flats of the Motueka River in the Nelson region. The Northwood Estate Pinot Gris 2010 has a floral bouquet with a hint of honey suckle: rich, flinty and spicy. The fruit laden flavours of lychees, apples and pears, provide an excellent balance of acidity and ever so slight sweetness.

Invivo Marlborough Sauvignon Blanc 2010
The Invivo Marlborough Sauvignon Blanc is described as having "tropical bubblegum, fresh sliced bell peppers and floral lime zest rising from the glass initially. This is well backed up by a vibrant, cutting fresh palate with deceptive power and concentration."

Westbrook Marlborough Barrique Fermented Chardonnay 2009
This wine is described as having peach, conserved lemon, pear and brioche aromas that appear on the nose. The palate is laden with sweet spices, summer ripe stone fruits and notes of crème brulée and almond, and the full creamy texture is focused by a clean mineral finish.

CHEAPIES

Gumfields Marlborough Sauvignon Blanc 2009
A classic Marlborough Sauvignon Blanc, with pungent aromas of tomato leaf, passionfruit, crushed blackcurrant bud and brushwood. The palate has great definition, revealing fresh fennel, gooseberry, and juniper with lime blossom notes, embraced in a wet stone and mineral-like framework.

Gossips Merlot 2009
This wine has warm nuances of baked cherries, green olive, truffle and mulberry combined with a relaxed tannin background and soft woody hints. A stylish and modern everyday table red that's sure to be very popular.

Wines of the Month provided by Wine and More Ph (09) 415 3568 www.wineandmore.co.nz Cnr Rosedale Rd & William Pickering Drive, Albany. More information about these wines is available on www.nhba.org.nz

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