

INSIDE Issue 9
November 2010

- 2-3 **A New Year Ahead**
Board News
- 4-5 **NHBA at Work**
John Key Addresses Members
- 6 **News and Events**
CEO Breakfast
- 7-8 **Celebrating Success**
Adecco & EasiYo
Make their Mark



Paul Reynolds to speak

Join us for breakfast on Wednesday, 17 November at the North Harbour Stadium to hear Telecom's Chief Executive. With spaces limited, please read page 6 and book your place now.

Getting to and from work has just become easier, thanks to a carpooling programme launched this week which matches drivers and passengers travelling to work in the North Harbour Business District.

A smarter way to travel



NHBA's Carpooling Coordinator Sue Kohn-Taylor and Urban Trans Bill Smith

The programme is one of the first initiatives of the NHBA Traffic Efficiency District (TED) programme. The programme aims to reduce traffic congestion in North Harbour and provide an alternative option to single-car occupancy in an area with limited public transport.

"The website for the programme is now live – www.carpoolnow.co.nz – and we encourage anyone interested to register and give it a go. Once you are registered you can start using the scheme whenever you like," says NHBA Chairman Graham Boulton.

"It is simple to register and if you sign up prior to Christmas, you'll be included in a lucky prize draw," says Graham.

The NHBA has been working alongside the Council and Urban Trans to design and implement the carpooling programme.

Urban Trans specialise in sustainable transport strategies and work with organisations and communities to design and deliver projects that achieve sustainable outcomes.

"There is a lot of flexibility with carpooling; you don't need to commit to carpooling every week. You may just want to carpool for one day a week or perhaps just for one journey, so it is worth registering," says Bill Smith from Urban Trans.

When it comes to working out the cost of carpooling, the website provides guidelines for drivers and passengers on what the cost per kilometre is and it is then left for both parties to reach an agreement.

"It works out to be more affordable than public transport – it may cost you only a couple of dollars to get a ride and you don't need to worry about parking. Those that do carpool seem to really enjoy it. It's a

really practical, easy way to get to and from work and you get to make new friends," says Bill Smith.

One of the key features of the programme is the ability to get a guaranteed ride home. NHBA is working with a local taxi company so if you need to leave work urgently you can be assured that you will get home at no cost to you.

"The more people that register for carpooling, the more successful the programme will be. If initially there are no matches on the system for your travel route, don't dismay, as you will be alerted by email as soon as new matching registrants come on board," says Bill.

The geographical area that NHBA carpooling includes is the North Harbour, Apollo Drive and Constellation Drive Business District.

The costs associated with the set-up of the programme are being funded by the City Council in conjunction with the NHBA, and if it proves successful it may be rolled out to other business districts in Auckland.

- For more information on NHBA carpooling, go to www.carpoolnow.org.nz or contact NHBA Transport Coordinator Sue Kohn-Taylor on (09) 968 2222.

Carpooling – it's easy!
Go to www.carpoolnow.org.nz

Register your contact details and your travel route. Get in contact with your match and agree the details. Happy carpooling!



Chairman's Report

It is my pleasure to present my first report as Chairman of the North Harbour Business Association. The NHBA is now more than halfway through its initial three-year period as a Business Improvement District, and the investment by the Association across a range of initiatives is beginning to show results.

Our networking events have continued to be well attended and have attracted a number of high-profile and interesting speakers. A highlight of the past year's activities has been the introduction of the Bachelor of Business Studies Scholarship undertaken in partnership with Rangitoto College's School of Business. This reflects our commitment to developing business in our area, and encouraging the knowledge and skills of tomorrow's business leaders.

Our dedicated security patrol, together with our continuing relationship with the Police, has seen the lowest reported crime rates in recent years. Our CCTV cameras at key intersections, which can be viewed on our website in real-time, are proving a popular addition to our transport initiatives.

I have been supported by an Executive Committee of committed, dedicated and enthusiastic local businesspeople who have all selflessly given of their time voluntarily to overseeing the governance of the organisation.

Looking forward, we head into a somewhat unknown environment with the formation of the Super City. Now more than ever, it is important that businesses in the North Harbour area have a voice to ensure the continuation of some important roading and infrastructure upgrades. North Harbour is one of the fastest-growing commercial areas anywhere across Auckland or the country. Our growth over the last 10 years has been significant and the area will continue to be an important employment hub.

In early 2012, we will be asking each of you to give us your support and vote to continue as a Business Improvement District (BID). I was initially opposed to the formation of the BID. However, as I have become more involved, I have seen first-hand the importance of an organisation such as this in ensuring that the area continues to be the location of choice for Auckland businesses.

North Harbour can evolve as a forward-looking and sustainable location for a diverse range of high-quality commercial and industrial business activities.

I look forward to working with all of you over the next year to make this happen.

Best wishes,
Graham Boulton

Board members announced



At the AGM the following Board members were announced for the 2010/2011 financial year. Pictured from back row (L to R) are: Kevin Moore, Geoff Ashenden, Graham Boulton, Richard Ede, Penny Gordon, Warren Kitchin, Brent Mackway-Jones, Pamela Peryman, Robin Siraj and Viv Scott.

Following the Chairman and General Manager's report, the annual financial statement and the 2010/2011 business plan and budget were approved. Also, Dave Mackay of NZ Small Audit was appointed Auditor for the year ending 30 June 2011.

Introducing **two new members** to NHBA's Executive Committee...

Penny Gordon, Owner of Rosedale Pharmacy



Owner of the successful Rosedale Pharmacy, pharmacist Penny Gordon is looking forward to rolling up her sleeves and giving something back to the community as a newly elected member of the NHBA.

Since opening the Rosedale Pharmacy 11 years ago, which now has six full-time staff including a naturopath, she has seen North Harbour transform from paddocks and orchards into a bustling business district.

"There is a uniqueness about this area – a real sense of community among the people who work here. There is a diverse range of businesses in the area and people are willing to share ideas and are always supportive of each other," says Penny, who lives in Albany.

Having already attended several NHBA meetings, Penny says it's a privilege to be part of a Board that is so committed to improving the district.

"There is a significant amount of work happening, from improving traffic flow in the

area to upgrading security and hosting networking events, and as a business owner I hope to give the smaller companies in the district a voice."

Penny is part of a women's networking group which is made up of like-minded business owners in the area who meet regularly to share ideas.

"We all face similar challenges so it's been great meeting regularly to discuss how these issues can be overcome.

The more people in the district who can learn from each other, the better off we will all be. I think there is an opportunity for more networking groups like this to develop."

Running a pharmacy is more than just a job for Penny. She is passionate about people's well-being and very conscious about the big impact that health has on our every-day lives.

"There is a real shift in the way people are thinking about their own health. People are much more focused on taking preventative measures so they don't become a victim of poor health, and as a health professional this is great to see."

A keen kayaker who has recently taken up cycling, Penny is walking the talk when it comes to keeping fit and healthy. She is currently training for the Otago Rail Trail which she will be cycling in February.

"It's early days in my training schedule! But I've heard such good things about the Rail Trail I have to give it a go. I'm looking forward to the scenery as much as the physical challenge."

Brent Jones, Managing Director of Pacrite



Managing Director of Pacrite, Brent Jones, says when it comes to having a lifestyle there is no better place to set up a business than North Harbour.

Brent set up Pacrite in 1983 and with 12 staff and a warehouse in Bush Road, the company specialises in the supply of packaging films, bags and pouches to a wide variety of markets including industrial, food and retail.

"One of the best decisions we made was to build a warehouse in North Harbour. It's a great area to set up a business – there are other like-minded business-people in the area, great schools nearby, fantastic facilities and if you live on the Shore you aren't battling motorway traffic each day," says Brent.

When Brent was asked to be a Board member of the NHBA he felt it was a good opportunity to give something back to the business district and make sure that the area continues to prosper.

Passionate about the North Shore and what it has to offer,

Brent is looking forward to helping out where he can and believes that a lot can be learnt from sharing knowledge between organisations.

"The NHBA hosts some great networking and speaker functions, and we need to encourage people to come along, network with others and learn from what other successful companies have done," says Brent.

Having been in the North Harbour district for 21 years, Brent has seen it develop and says we need to make it a worthwhile place for businesses to grow.

"I think it's important we attract and retain businesses within the area, improve the landscaping and image and make sure it is a safe and secure area for companies to operate in."

Instead of sitting in traffic travelling each day, he enjoys spending the extra time at home with his family and is often seen at the Gulf Harbour Golf Course or on the ski slopes during the winter months.



Prime Minister John Key speaks to 180 Association members at North Harbour Stadium.

Prime Minister speaks to North Harbour businesses

Prime Minister John Key gave a leadership address before the North Harbour Business Association's AGM in August. As usual, he captivated the audience and spoke of the changes we will face with the continuing world economic climate and of immediate relevance to members, the change to the new integrated Auckland city. The event was held at North Harbour Stadium during lunch and was a great success with over 180 people attending.



NHBA Chairman Graham Boulton thanks Prime Minister John Key for speaking at the AGM.

North Harbour Business Association targeted rate extended for a year

Chairman of the NHBA, Graham Boulton, is pleased with the Council's decision to allow the NHBA to extend its initial funding period from three years to four years before needing to undertake a re-ballot of its ratepayers.

The NHBA is partially funded by a targeted rate – a special levy which is collected on top of normal council rates in the area in which the business association operates. Throughout New Zealand, targeted rates are used to fund specific organisations and/or projects.

The targeted rate was introduced in July 2008 after the Association had balloted all businesses in its catchment area and submitted the results to the Council.

At that time, the Council's resolution allowed NHBA to receive the targeted rate for a three-year period until June 2011. The Council required the business association to re-ballot all parties paying the targeted rate prior to the end of the three-year period, and then to ask the Council to continue collecting the targeted rate.

However, at a recent Council meeting, councillors were advised that new legislation relating to the set up of the new Auckland Council had specific clauses in it relating to targeted rate funding.

Legal advice received by the Council recommended that an extension of the three-year period to four years would be needed to allow for continued funding of the NHBA.

The Council passed a resolution allowing the targeted rate for the NHBA to be extended until June 2011, with a re-ballot held in early 2012.

Although other business associations on the North Shore are funded by targeted rates also, only NHBA had an initial three-year term required by the Council. Other areas are rated for a five-year term.

"We had started getting ready to do the re-ballot early next year, but were concerned that this new legislation effectively changed the whole situation. We are pleased with the Council's decision," says Graham.



Prime Minister John Key with scholarship recipient Matt Jillings.

Successful student thankful for **scholarship**

Rangitoto College student Matt Jillings says the hard work has paid off and he couldn't have imagined a better kick-start than being the winning recipient of a three-year Bachelor of Business Studies Scholarship (BSS) at Massey University.

The inaugural \$15,000 scholarship, sponsored by NHBA and Rangitoto College, was up for grabs from students within two business classes at Rangitoto College, with six finalists being partnered with mentors from North Harbour businesses.

"Having the chance to get some practical understanding of how business works beyond the classroom has been really beneficial and then actually winning the scholarship has really topped it off," says Matt, aged 17, from Mairangi Bay.

Matt's mentors were Brenden Rolston from Actionmail and Greg Ewen from Sealegs and he says the time spent with both companies over a six-month period gave him a great overview of how the different parts of a business work – from marketing and promotion through to accounts and human resources.

"My mentors were a great help and to see the challenges they face, and how they go about

overcoming them to ensure their business is a success, was really interesting. The placements will help give me a practical foundation to base some of the theory that we will be taught at university," says Matt.

Having chosen maths, physics, media studies, business and engineering for his final-year subjects at school, Matt is keen to test the water before choosing his major.

"I'm really interested in engineering and I'm thinking maybe I could combine management and engineering, but I will see what papers I enjoy in my first year of university and take it from there."

The scholarship programme is part of Rangitoto College's School of Business programme which was launched this year for Year 12 and 13 students.

"The initiative has been a real win-win for all involved and we are looking forward to working alongside Rangitoto College to replicate it again next year," says NHBA Chairman Graham Boulton.

NEWS

Ram Raiders pursued by ICON Security

While on patrol in the NHBA area recently, ICON Security were alerted to a ram raid in progress at a local business on Albany Highway. After attempting to block their exit from the carpark, three patrol vehicles then successfully supported Police as the offenders were followed along Highway 17. Police were able to stop the vehicle using spikes at Silverdale where four people were taken into custody. "Security has always been one of NHBA's key objectives. The patrol vehicles did a great job in ensuring a successful outcome," says Chairman Graham Boulton.

New General Manager to be appointed soon

Chairman Graham Boulton advises that a significant number of quality applications have been received for the position of NHBA's new General Manager following the departure of Gary Holmes in October. The announcement of the new appointment is expected to be made soon.

Traffic Check

Traffic cameras have been set up at six entry/exit points throughout the North Harbour Business District so you can see the traffic flow and choose your route before you leave the office.

The cameras provide real-time footage and can be viewed on www.trafficcheck.co.nz. Traffic Check is one of TED's initiatives aimed at improving the traffic movement in the area.

EVENTS

CEO Breakfast

SPEAKER: Paul Reynolds
SUBJECT: Telecommunications – Looking Ahead

DATE: Wednesday 17 November 2010
TIME: 7.00am - 8.30am
VENUE: ASB Lounge North Harbour Stadium
Free to NHBA members.

● To RSVP please email admin@nhba.org.nz or phone (09) 968 2222.



He will talk about Telecom's journey over the last couple of years – how the organisation has changed and what it has delivered for New Zealand. He will then look to the future of telecommunications in New Zealand, including the power of fibre optics and the Government's Ultra-fast Broadband initiative.

Paul Reynolds took up his role of chief executive of Telecom New Zealand in October 2007. He has led one of the biggest change programmes in Telecom's history, including the operational separation of its main businesses.

Paul's passion for customers underpins his approach and he aims to help Telecom become the most customer-focused business in New Zealand. The country's biggest private sector investment programme supports this vision and it includes the roll-out of a nationwide fibre-to-the-node broadband network and the recent launch of the new, nationwide 'XT' Mobile Network.

Paul has had a long and distinguished career in telecommunications since he completed his doctoral studies – in geology – at the University of London in 1985. Before coming to Telecom New Zealand he was CEO of BT Wholesale, Europe's largest and most successful telecommunications wholesale business, with annual revenues of 11 billion Euro and 30,000 employees.

Paul had a 24-year career at BT, and played a central role in the company's transformation through a wide range of senior positions in its UK and international operations.

Paul has also served as a Director on a number of boards including British Telecommunications Plc (2001 to 2007), eAccess / EMOBILE in Japan (2003 to 2009) and xConnect Networks in London (2008 to date).

He has received international recognition for his work including, in 2006, the Telecommunications Industry Association of America's 'Global Icon' award for leadership and innovation, and in 2008 Global Telecoms Business gave Paul its 'Special Award' for Personal Contribution to Telecommunications.

While Paul may have spent most of his working career in London, he is a proud Scotsman to the core. He was born and raised near Glasgow, and graduated with a BA (First Class) from the University of Strathclyde in 1978. He follows Celtic Football Club, and here in New Zealand loves the outdoors, fishing for trout and playing the guitar. He is married and has three children.

Members are encouraged to make the most of this great opportunity and invite a client, supplier or friend – Corporate tables are available.

You are invited to our Christmas function!

DATE: Thursday, 2 December
TIME: 5-7pm
VENUE: North Shore Golf Course

Come along and celebrate the festive season with us as we announce who our Gold Sponsors are for 2011. Free drinks and nibbles.

To RSVP please email admin@nhba.org.nz or phone (09) 968 2222.

Adecco, the world's leading employment specialist – on the doorstep



Biggest doesn't always mean best, but by tapping into its world-class know-how – Adecco supports local businesses to create winning workforces, while providing a customised, local service.

The North Shore office of Adecco is part of the Adecco Group, the world's leading HR solutions provider. As an experienced team of recruitment professionals, supported by colleagues in a further five Auckland branches (17 nationwide and 6,600 globally), the Albany branch works with local businesses, large and small, to provide recruitment and career services to the local community.

The unrivalled experience offered by the Adecco team means that whether you are looking to hire quality staff, or seeking employment opportunities to meet your own personal career plan, they cover it all. The range of services offered by Adecco is comprehensive, stretching from professionals in disciplines such as finance or marketing for example, through to tradesmen and general hands.

Adecco's recruitment and employment processes are certainly best of breed. The team is innovative in attracting great

candidates for those companies seeking permanent staff, with tough screening processes to help clients employ great talent and avoid costly hiring mistakes.

Meanwhile, their unique approach to providing and managing a flexible workforce (temporary/casual and contract staff) is also best practice and has been instrumental in establishing Adecco's reputation with businesses looking for flexibility, efficiency and reduced staff costs. Again, a strict combination of interviews, background checks, references and health and safety assessments means that Adecco's consultants spend at least four hours before deciding whether to employ a candidate for a client assignment and only one in three of those they meet make it through.

Adecco's own Xpert assessment facility evaluates every applicant for skills, work-style preferences and motivation to work – a unique feature which provides an invaluable extra dimension when matching staff to positions.

Amanda Allen – Branch Manager for Adecco North Shore – says: "We are proud of the quality of our world-class service – but know how important it is to be local. We offer our clients everything you'd expect from the world's number one employment company – delivered right here on their doorstep, from our Albany branch.

"Our clients love this combination: global standards with a very local, very personal service.

"Our sponsorship of the forthcoming business breakfast is a perfect example of our commitment to local businesses and we are looking forward to meeting our neighbours. Or they can call us anytime for more information – we'll give them a world-class, warm Adecco welcome."

● For more information contact Branch Manager for Adecco North Shore Amanda Allen on (09) 414 7585 or email aallen@adecco.co.nz.

Kristin hosts top educators at conference

Kristin School hosted 200 delegates for the 21st annual Association of Australasian International Baccalaureate Schools (AAIBS) Conference in September.

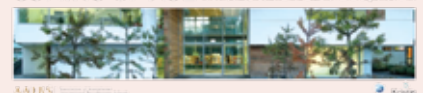
The conference, which was themed 'Coming of Age', explored how current trends and pressing issues in Australasia and around the globe are making the core principles of International Baccalaureate (IB) more relevant and essential than ever in the education of young people.

The conference attracted keynote speakers from around the world, including

highly regarded Professor George Walker, who was previously Director-General of the International Baccalaureate based in Geneva.

Delegates were also able to select from over 20 break-out sessions according to their areas of interest and enjoyed the opportunity to network with colleagues from around the Asia-Pacific region.

COMING OF AGE 21ST ANNUAL AAIBS CONFERENCE



Kristin has offered the IB Diploma Programme alongside the New Zealand National Curriculum for 21 years and is the only school on the North Shore to do so. Now also delivering the IB Primary and Middle Years Programmes, Kristin is the first New Zealand school to be authorised to offer the three-programme IB continuum.

Enlightenz in the spotlight



North Harbour-based organisation Enlightenz continues to develop as an industry leader in the commercial and industrial lighting sector, having recently been acknowledged with two industry awards, has won a large supply contract and designed two new products with export potential for release in the next 3 to 6 months.

After 20 years in business, Enlightenz has gained a reputation for delivering quality lighting solutions with a strong focus on energy efficiency, helping clients to save millions of dollars in energy costs each year.

Last month the Illuminating Engineering Society of Australia and New Zealand (IESANZ) held their 2010 National Lighting Awards and presented Enlightenz with two awards: the EECA Business Energy Efficiency Award for Excellence and a Commendation in Lighting Design for a lighting upgrade project it delivered for Pernod Ricard at its large Glen Innes warehouse facility. Pernod has consequently achieved savings of over 91 per cent of its lighting energy costs.

"It was great to make a difference and be recognised for the efforts of the team in delivering energy-efficiency projects. It's proving to be a really exciting time for the company," says General Manager Warren Kitchin, who joined Enlightenz six months ago.

"The company has worked through the challenges of the last couple of years by

restructuring its organisation and investing in new systems and products as the foundation for growth," he says.

Another recent success was winning the contract to supply light fittings for Telecom's new Willis Central headquarters in Wellington. The new facility will be a landmark property in Wellington and is to showcase a range of energy-efficient technologies.

Enlightenz is in the final stages of development for two new products for commercial office interiors and industrial applications. The new products will be released in New Zealand over the next six months and have export potential, believes Enlightenz's founder and Technical Director – Trevor Murray.

Trevor says North Harbour is a great place to grow a business. "We have been here for 10 years and have ready access to highly skilled personnel, many of our suppliers are close by and we can easily maintain contact with our key industry contacts located in the CBD without having to battle the city-bound traffic each day," he says.

EasiYo wins supreme award

Convenor of judges for this year's Westpac Enterprise North Shore Business Excellence Awards, Matthew Bellingham, was not overstating it when he said that EasiYo is an exceptional supreme winner who has set the standard for others to follow.

The company is a true success, starting from small beginnings in a Belmont home almost 20 years ago. EasiYo now achieves \$30 million in sales per annum, exporting 75 per cent of product and employing 60 staff at its 1700m² plant in North Harbour.

One hundred per cent owned by Westland Milk Products and run by Chief Executive Paul O'Brien, the company plans to double sales in the next five years and expand into more countries.

One of the underlying successes of the business is its continued investment in research and development.



Congratulations North Harbour businesses

Congratulations to the North Harbour companies which won awards at the 2010 Westpac Enterprise North Shore Business Excellence Awards held in early September at the North Shore Events Centre.

The awards, which are held annually, are open to businesses of all sizes from the North Shore and Rodney districts to honour the companies, their people and their extraordinary achievements.

EASIYO:
EasiYo Products Limited won the Westpac Supreme Business Excellence Award and also the Spyglass Excellence in Exporting Award.

AMCOR FLEXIBLES ASIA PACIFIC:
Ancor Flexibles Asia Pacific won the 3M Excellence in Innovation Award and also the Smith & Davies Excellence in Workplace Safety Award.

NORTH SHORE INTERNATIONAL ACADEMY:
North Shore International Academy won the Actionmail Excellence in Marketing Award.

SECURED SIGNING:
Secured Signing won the Eco Insulation Excellence in Design, Research and Development Award.



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