

Important Albany Highway Changes



A cross section of the proposed Albany Highway.

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GREAT WINE DEALS

NHBA Wine Club

David Prescott from Wine and More has some great wines at great prices specially for NHBA members. See page 12.

The Albany Highway project will turn the stretch between SH17 and SH18 into a four-lane dual carriageway but it's really aimed at getting more people out of their cars.

Project Manager Brian Devitt explains that those extra lanes will be either T2 or T3 (two or three people in the car) for peak hours in order to promote carpooling. A separate cycling and walking path will also be added with a wide grass buffer between it and the road making it safer for students to cycle or walk to the local schools.

About 5000 students attend the schools on that stretch of highway, which has a major effect on the amount of traffic heading through there. The more people who carpool with the neighbour's children or let their kids cycle or walk to school, the better it will be for those driving in and out of the Albany Industrial Estate.

Initial feasibility studies were completed in 2005 but at that stage the proposal was for four lanes and on-road cycling, to be built in three stages over four years. When it was put out for public submissions there were 200 responses from businesses and members of the public and the vast majority of them focused around two statements:

1. There are thousands of school children using that road who you haven't thought about;
2. We've been waiting 20 years for you to do something about this, so do it all at one time.

"The team realised that we were not just building a road, we were building an amenity," Brian says. "So it went back to the drawing board."

The project is based on 30-year traffic volume projections in order to effectively future-proof. Brian points out it's cheaper to build four lanes now rather than start by making it a little bigger and then have to dig it all up and start again down the track.

Construction is due to start in January 2012 and is expected to take around 18 months. As with

any roading project there will be delays, but the team responsible for it is already putting together a comprehensive communications plan for the period as well as holding workshops with local schools and the North Harbour Business Association to come up with measures to help ease congestion.

For a start, Brian says they will be endeavouring to keep two lanes open at all times. They're also looking at staggering school hours by five or 10 minutes to avoid a spike in traffic volumes and the possibility of providing shuttles to take children to school from common drop-off points.

Communication is key and people who use that stretch of road regularly will be able to register their cellphone numbers and email addresses so they can receive alerts about delays, changes and activity and then use supplied information about alternative routes to get to their destination as quickly as possible.

Brian suggests motorists start thinking about how they can use their cars less while the construction is going on in order to reduce delays and the resulting frustration for everyone.

The official notice of requirement has been released and if you'd like to make a submission, head to www.aucklandcouncil.govt.nz/districtregionalplans. Submissions close July 22, 2011.

If you have any feedback on the ideas put forward to help reduce delays or suggestions for new ones, then you should contact the NHBA's Transport Projects Manager Sue Kohn-Taylor at traffic@nhba.org.nz.

Transport

Thank you to everyone who participated in the North Harbour Business Association's transport survey. We had a fantastic response from business owners in the area and the data is now being assembled so that it can be effectively used in the planning process. Transport is one of the NHBA's top priorities and your answers will help us shape the future of transport in North Harbour.

From the chair



Warren Kitchin

Firstly, I would like to acknowledge and thank Graham Boulton for his work and commitment as our outgoing Chairman during a time of transition within the North Harbour Business Association. I would also like to thank the Committee for their support in my new role as we head into what is likely to be a year of significant continued development for the NHBA.

I have enjoyed being involved in a significant number of our activities over the past month while our GM Janine Brinsdon was overseas on a short leave break. These included well-attended events such as the After 5 function hosted by Grant Brady and his team at Kea Campers, and the CEO Breakfast at which Mark Hawthorne of McDonald's NZ gave us a

great insight to their very successful business franchise model.

While overseas Janine visited a number of internationally renowned Business Improvement Districts (BIDs) and Transport Management Associations in the UK and Canada on our behalf. She gained significant knowledge on their business models, operating experience and ways in which they seek to add value to their members – many facets of which may be directly transferrable to us in the future.

Although I have been involved in the NHBA (and its predecessors) since its inception, I now have a fresh perspective on both the challenges and opportunities we face as a business community within the new Auckland City.

There is a very strong commitment within our organisation to the provision of quality services and value to our members. Our planning for the coming year will encompass areas of focus on continued improvement in our services to members including communications and services via our website, quality business events and networking opportunities to drive economic development within a safe and secure operating environment. Our Transport and Crime Prevention initiatives, in conjunction with Auckland Transport and the Ministry of Justice, will continue to be high on our agenda and will drive membership benefits in the near term.

Over the coming year the Auckland Council is seeking to establish a new policy framework under which BIDs such as ourselves operate. The new policy is intended to come into force on July 1, 2012. We are fully involved in the consultation process on the new policy and NHBA has been appointed to the BID policy reference group. The new policy is a vital mechanism by which we structure and fund our operations going forward. We will keep you regularly informed on any developments as they eventuate over the coming months.

On behalf of Committee and Executive team my thanks for your ongoing support.

Warren Kitchin
Chairman NHBA



New legislation

On June 20 the Government voted the Unit Titles Act 2010 into law, a move that brings unit title developments into line with today's property market.

As part of this there will be some changes in how body corporates and unit title developments are handled. The main changes are:

- The Tenancy Tribunal will now be able to hear disputes arising in developments such as apartment buildings;
- There are now extensive disclosure obligations for sellers, which will likely push up the seller's costs. Failure to provide timely disclosure may give purchasers the right to cancel contracts;
- From October 1, 2012 a body corporate will be required to establish a 10-year maintenance plan and a sinking fund for maintenance;
- A body corporate chairperson will now have extensive obligations;
- All current body corporate rules will be replaced by the default rules in the new act on October 1, 2012 (unless adopted earlier by special resolution);
- All existing body corporates must hold an AGM within six months of the commencement of the Act.

For more information head to <http://www.linz.govt.nz/survey-titles/land-registration/unit-titles-act>

To learn more about this legislation and its ramifications, come along to a presentation by Davenport's Law directly following the CEO's Breakfast on 5 August (see page 4). No charge, all are welcome.

Get in contact

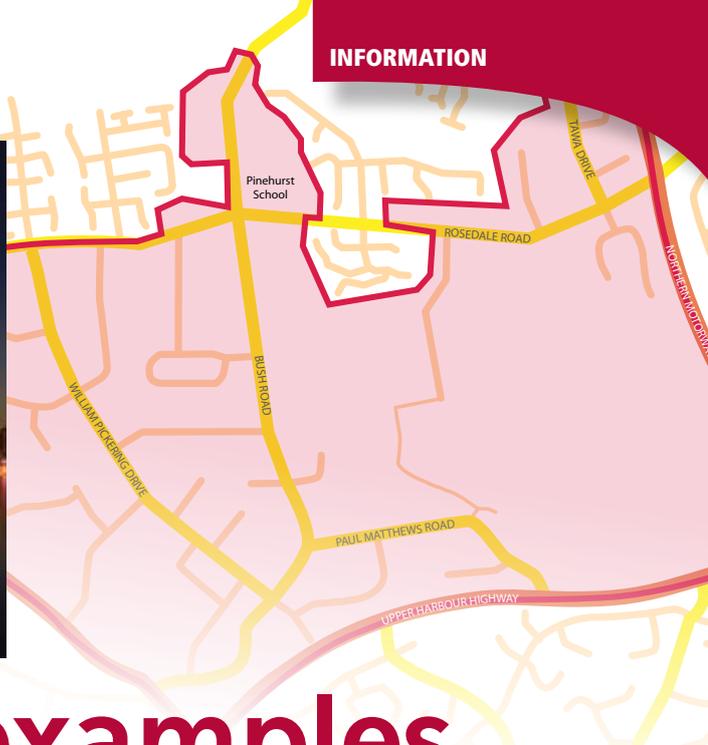
If you have comments on anything in here, or would like to see your business profiled, give us a call.

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Left: Toronto. Right: The catchment area for the NHBA.



International examples

Janine Brinsdon recently visited some international contemporaries of the North Harbour Business Association and found the NHBA's achievements and initiatives had them in great company.

The Business Improvement District (BIDs) model is not something unique to New Zealand. Countries around the world employ the model to create areas that are more financially, socially and environmentally successful. What differs is the makeup of those organisations, their mandate and the way they go about achieving these aims.

As part of a recent private visit to North America and the UK, North Harbour Business Association's General Manager, Janine Brinsdon, took the opportunity on behalf of NHBA to visit a number of international organisations with similar mandates – BIDs in London and Transport Management Areas (TMAs) in Toronto. The aim being to identify international best practice for BID operations as we head into the development of the policy for BID operations under the new Auckland Council.

As you would expect, the scale of these organisations is very different from the NHBA, not only financially but also in the way they interact with their members and provide their services.

For example the Victoria BID in the City of Westminster has an annual income of £1.5 million (about NZ\$2.95 million), almost all of it taken from the rates levy of 1 per cent from each of the 271 ratepayers in the area. The rate levels in that area mean this levy can range between £1000 (NZ\$1970) and £7500 (NZ\$14,778) per business, per year. That's a substantially larger levy than the several hundred dollars on average that each business pays to the NHBA per annum.

Janine points out that in London the

added value for BID members is achieved through the delivery of core services such as recycling, street cleaning, and, to a lesser extent, crime prevention. The level of service can vary depending on the capital value of the businesses involved.

On the other hand, NHBA is an all-inclusive organisation, making the same service levels available to all businesses in the catchment area, regardless of size. For example, all businesses will benefit from the initiatives developed in partnership with Auckland Transport and from the services of our Crime Prevention Specialist – the latter in particular can have a direct effect on the bottom line through lower insurance levies due to reduced crime.

Janine says London BIDs considered the NHBA's crime prevention specialist, in particular the provision of CPTED surveys and Toolkit (due for release in July 2011), as best business practice, especially considering the flow-on benefits to those living and working in mixed-use properties.

The Northampton BID shares the NHBA's focus on reducing single occupancy car journeys in and out of their own industrial estate. "They were definitely envious of

our relationship with Auckland Transport," Janine says. It is this relationship that has resulted in public transport initiatives such as the Discovery Pass programme being made available to all NHBA members.

In Canada, Janine's visits focused on transport. The Canadian TMAs have relationships directly with employers as opposed to the NHBA model that delivers a programme across the entire business estate. "The success we are achieving with the CarpoolNow programme is comparable to what is being generated through large employers such as Nestlé Canada," Janine points out.

The success of both organisations' initiatives show that there is an international willingness to consider different transport options, providing they are economical, flexible and convenient. Even in societies and cities traditionally "ruled" by the car.

Janine says the UK BIDs all placed a high value on networking events as tools for business and economic development. It's a focus shared by the NHBA and borne out by the popularity of recent events. The fact that key note speakers such as Graeme Avery, Mark Hawthorne, Prime Minister John Key, and Paul Reynolds value the opportunity to address NHBA members and associate members plays a big part in the events' success.

"The greatest commonality when comparing NHBA to international models is the need to add value to individual business members," Janine says. "Real value that delivers financial, social and environmental benefits."

For updated programme information visit www.nhba.org.nz

Victoria BID, City of Westminster:

www.insw1.com

Brackmills BID, City of Northampton:

www.brackmillsindustrialestate.co.uk

Smart Commute Brampton-Caledon, Toronto:

www.scbc.ca

Smart Commute North Toronto:

www.smartcommutentv.ca



Mark Hawthorne

Economies of scale

It doesn't matter how big or small you are, the fundamentals of business are the same. McDonald's NZ CEO Mark Hawthorne deals with the kind of numbers most of the business owners who came to hear him speak could only dream of. But that sheer scale doesn't mean the lessons his business has learned are not relevant to smaller businesses.

Look at the launch of the Angus burgers, or the introduction healthier meal options, or the focus on using mystery shoppers to identify holes in customer service.

Mark admitted KFC's Double Down gave McDonald's a good kicking, but questioned whether it was good for the industry as a whole. "We could make a Big Mac Happy Meal and it would sell terrifically well, but that would be dangerous for the industry because it could encourage the government to legislate. We need to work together as an industry to minimise the likelihood of legislation."

Considering his brand has the country's fastest growing Facebook page, it stands to reason that Mark sees social media as a world-changer. "We know that 60 per cent of our 100,000 fans will see one of our posts within two hours. There's no other effective way of reaching that far. And it's free." Looking ahead, Mark points out that building their fan base means their marketing will be cheaper but far more effective.

And as a parting shot, Mark says McDonald's will be trialling selling their healthier meal options at a lower cost than their regular meals to see if cost alone can change buying habits. The answer to that question will be fascinating and eminently relevant to many industries going forward.

Oh, and for the record, a McDonald's franchise costs \$2 to \$2.5 million depending on its location and they're actively head-hunting good franchisees at the moment. If you're interested.

No ordinary bank

There's a reason why BNZ was voted New Zealand's best bank this year. Actually, there are a lot of reasons. One of them centres around independence. Not only within the different areas of New Zealand, but also from its parent company nab.

According to the Group CEO, the New Zealand operation is the jewel in their global crown and locally, says Managing Partner of BNZ Partners Richard Ede, the high levels of local empowerment and decision-making give their clients certainty in their decisions.

The company has been split into two distinct parts that act very much like franchises – BNZ Retail for individuals and BNZ Partners for business. To make each of them effective, staff members are encouraged to think like a retailer or a business owner respectively. As such, the BNZ Partners centre on Constellation Drive provides a melting pot of all the experts needed to service the business owners in that area.

BNZ Partners centres are not called branches. Each one aims to provide an office away from the office. Everything's a bit more casual and clients get the use of the facilities including free wifi and great coffee.

Richard says a big part of being able to be a more inviting part of the community is the people BNZ Partners hires. "We're hiring for smiles and their ability to positively interface with our clients. Not all banks are the same – we listen to business before we talk banking."

The CEO's Breakfast with Mark Hawthorne was proudly sponsored by BNZ Partners.

www.bnz.co.nz/about-us/get-to-know-us/what-we-do/business/bnz-partners

Save the date

CEO's breakfast: Don Brash

August 5, 7am

North Harbour Stadium, Oteha Valley Road, Albany

Free to NHBA members and Associate members (one complimentary ticket per business, additional guests \$25 each)

The Act Party's new leader joins us for a look at the country's economy and the business climate against the backdrop of a national election.

Email admin@nhba.org.nz to RSVP.

The CEO's breakfast is sponsored by



www.0800saveenergy.co.nz

Under one roof

At the latest After 5 event, North Harbour business owners got a sneak peek at Kea Campers' new premises on Bush Road – a property that has finally allowed all facets of the core business to be under one roof.

It was immediately obvious as an enthusiastic group of North Harbour Business Association members gathered at 169 Bush Road on May 25 that Kea co-founder and CEO Grant Brady was very proud of their new premises.

"If we could have designed the perfect office space, this would have been it," he said in his opening address. "We always dreamed of having everything in one spot but thought it would have to be in the Waitaks." Instead, when Siemens moved out, Kea was able to move in and keep the business on the Shore where it started with a handful of refurbished Maui campers.

Now the business has operations in Australia, New Zealand and South Africa, comprising rentals, sales and manufacturing arms. The Bush Road depot takes care of rentals and sales, including facilities to clean and maintain the vehicles, but the business goes far beyond that.

There are about 80 people on site at Bush Road, as well as 10-15 contractors, then there are 60 employed at the fibreglass plant in Henderson, 40 at the coach building site in Mangere, plus the 50 to 60 employees in Australia.

Grant pointed out that sales for Kea had been strong in New Zealand, despite the global financial crisis, saying they sell four to five campers a week here and a similar number in Australia. However, he says that getting all parts of their different markets to perform well at the same time is a challenge.

The After 5 attendees were split into small groups and taken on a tour of the whole property by a member of the Kea team. Each team leader was peppered with questions about the vans, the business and the impending Rugby World Cup.

The six weeks of Rugby World Cup fever basically gifts the company an extra month of summer peak season. Grant said 100 per cent of Kea campers were already booked for September, and they were sitting at 50-60 per cent for October. "We were the first to come out with pricing [for the RWC] and kept it to our normal summer rates. The other companies grumbled and

"We always dreamed of having everything in one spot but thought it would have to be in the Waitaks."

moaned, but they all followed suit."

Grant warned that New Zealand needed to learn lessons from the Sydney Olympics, where too much focus on the sporting event killed off interest from normal tourists, affecting the industry for two years. When they held the Football World Cup, South Africa tourists numbers were one third down on the visitors they had expected.

www.keacampers.com

Save the date

After 5 event

August 25, 5pm

Unitec's new Albany campus,
10 Rothwell Ave

Free to NHBA members and Associate members (one complimentary ticket per business, additional guests \$15 each)

Take a tour of this brand new campus, an addition likely to benefit the whole area by providing vocational training to hundreds of eager students.

See page 10 for a profile on the Unitec Campus

Email admin@nhba.org.nz



Kea Campers new workshop.
Below: Assorted guests at the After 5 event.





NHBA golf tournament

Put your weekend practices on the green to good use. Sign up for the inaugural North Harbour Business Association golf tournament, to be held at the North Shore Golf Club on Thursday December 8, 2011.

There's room for 72 players in teams of four. It's up to you whether you enter a full team, or as an individual. Anyone who enters as an individual will be put into a team by the organising committee. Be quick though entries will be accepted on a first come, first served basis.

The day will start with a sausage sizzle, snacks and drinks from 11am, with a shotgun start at 12.30pm. The tournament itself will be run by a stableford scoring system, counting the strokes per hole rather than overall. For those who have a good day there will be individual and team prizes, plus prizes for achievements such as closest to the pin, longest drive, best putt (?)net and more.

The prizegiving will take place at the clubhouse, as part of NHBA's end of year function, at which they will also announce and introduce their gold sponsors for 2012.

This is definitely an unmissable day of fun, sport, good-natured competition and some casual networking.

The official entry form and more information will be available soon, but if you want to get in early, email your details to admin@nhba.org.nz

Save the date

NHBA golf tournament

Thursday, December 8, from 11am

North Shore Golf Club, Appleby Road, Albany

Email admin@nhba.org.nz to enter

What do you see as the key issue at the upcoming general election?



JACQUELINE WHITE
HEADMISTRESS, PINEHURST SENIOR COLLEGE

"For Pinehurst Senior College the key election issue is the state of New Zealand secondary education. A generation of young people have been let down by NCEA, a system which lacks transparency or academic validity."

ANDY BURROWS
ICON BUSINESS SOLUTIONS

"I think the reconstruction of Christchurch is a huge rock that's going to have to be moved out of the way. Decisions need to be made to get the process underway quickly enough so that the effects on business will be positive. Also, there's working on the legacy of the Rugby World Cup to make sure we get payback for what we've put into it."



JASON MORLEY
BUSH ROAD TYRES

"Tax is a big issue for us as a small business. I'd like to see it stay where it is, or go down because it's a lot of money at the end of the year and it can really hurt a small business. There needs to be action so that people feel good about things – all we hear about is the fact everything is more expensive."



PETER DUNNE
DUNNE CONSULTING GROUP

"I believe key election issues centre around promoting NZ's economic growth through increased investment in productive activities, increased employment and reducing dependency on government funded welfare. Interest rates and foreign exchange rates continue to impact all sizes of businesses, therefore stability of those rates will help businesses to plan for growth and manage cashflows."



A commitment to employee wellbeing

One in four adults in New Zealand experience literacy or numeracy challenges and it's more than a personal issue. It affects their employability, health, community engagement and social cohesion.

From a business perspective, employees having trouble with their literacy are less productive, less engaged in the business and

less effective in a number of areas. And that's something that Literacy North Shore is looking to change.

Their workplace programmes

give business owners a chance to look at what they would like their employees to do differently or better and make that happen.

Whether it's writing reports, communicating more effectively, or reading instructions properly, improved literacy and numeracy can have a huge effect on their performance, and by extension that of the business.

Volunteer tutor Louise Duncan says it's also an indicator to employees of the business owner's commitment to them as people. It helps them really feel like they are a valued part of the business as well as raising their skill levels.

Literacy North Shore is a non profit incorporated society that receives government funding to provide workplace literacy

programmes. The organisation works with employers to identify the literacy demands for individual jobs and tasks and this is followed by employees undertaking a literacy assessment. Knowing the literacy demands of a job and the employee's literacy skill enables a targeted literacy programme to be designed to meet the needs of the business. Each employee is eligible to receive 40 hours literacy support. Employers receive regular reports on student attendance and progress and a final report. The results and flow-on effects will surprise you.

If you'd like more information about Literacy North Shore or would like to get the process started phone Jane Rigby on 444 0420.

Leveraging future success

The potential for the Rugby World Cup does not solely rest in the tens of thousands of extra visitors about to descend on New Zealand. Its effect is not confined to the two months of games and festivities. In fact, the true measure of how well we've grasped the opportunity it presents will be in the years to come. Especially when it comes to the business community.

Local businesses should be looking at how they can leverage their exposure to push their business forward in the long run. Looking to export or to attract international investment? Now is the time to start putting your business on display.

Rather than waiting and hoping that the right people will see you and your business while they're in the country, take charge and put yourself in front of them.

The NZ2011 Business Club is one way of doing this. It encourages local businesses

to offer hosting to international visitors. It's an opportunity to let them experience your business, create relationships and get an inside view of what it's like to do business in New Zealand.

Joining is free and entitles you to information on how to make the most of the Rugby World Cup, plus the right to submit a hosting event for international club members to view and take part in.

One of New Zealand's biggest international markets is the UK and alongside Australia it's one of the first steps for many businesses looking at heading overseas. In 2009

total exports to the UK (England, Scotland and Wales) were worth NZ\$1803.31 million, while total imports amounted to NZ\$1140.09 million in the same period.

UK Trade and Investment offers a range of free services to Kiwi businesses eyeing up the UK market. They bring their regional and sector networks into play to help you get a foothold faster.

There are the practical aspects such as setting up a UK entity, finding the right location, finding premises, sector information, accommodation, schools and more. Regional resources can make introductions to potential partners and regulatory bodies, while their head office in

The numbers

Some of New Zealand's top imports are*

| | |
|--|-----------|
| France: Aircraft and spacecraft | \$707.74m |
| South Africa: Coal and Coke | \$47.14m |
| Samoa: Fruits and nuts | \$407.13m |
| UK: Machinery | \$937.29m |

Some of New Zealand's top exports are*

| | |
|--|-------------|
| France: Optical, photographic and medical instruments | \$58.93m |
| UK: Meat | \$643.16m |
| South Africa: Paper and paper boards | \$26.45m |
| Australia: Mineral fuel and oils | \$1,366.62m |

*All amounts are in New Zealand dollars.
Source: NZTE

The Real NZ Festival

This nationwide calendar of typically Kiwi events is aimed at getting visitors and locals alike to take the long way around when going from match to match.

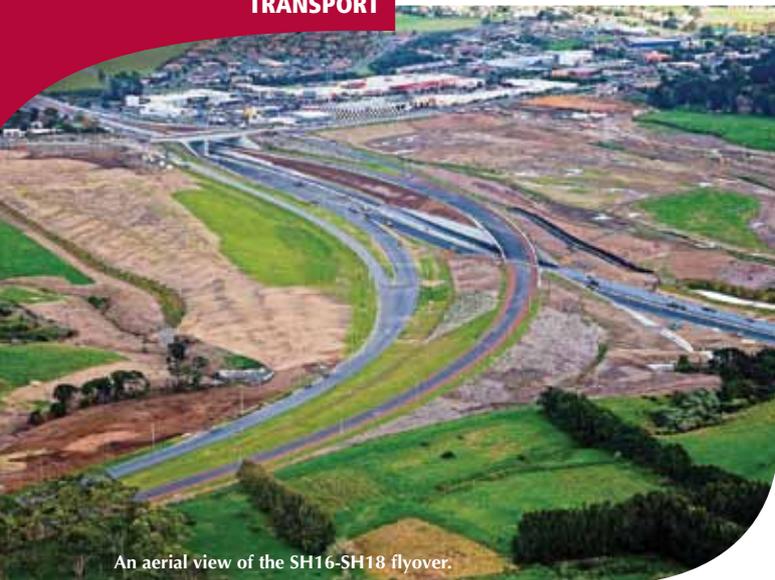
<http://www.nz2011.govt.nz/experiencerealnz/realnzfestival/>

London can provide guidance on company structure, legislative frameworks and visas.

The UKTI's Global Entrepreneurship Programme can assist New Zealand technology firms to relocate to the UK or set up a European Union headquarters, and the research and development programme can help find partners in the UK who can help develop their technology.

These invaluable contacts and introductions make all the difference when entering a new market, and with free resources such as UKTI and NZ 2011 Business Club on offer, the time to look into them is now.

www.nz2011.govt.nz www.ukti.gov.uk



An aerial view of the SH16-SH18 flyover.

Smoothing the way

The North West region of Auckland has been identified as a key area when it comes to providing the 330,000 extra dwellings needed to house the city's growing population over the next 30 years. Which means the SH16 Hobsonville deviation and SH18 Brigham Creek extension project has taken on added significance.

It's just as well, then, that the development is likely to be finished six months ahead of schedule.

All going well, both motorways will be open in September this year. It's first stage of the Western Ring Route, a 48km strategic alternative to SH1 and the Auckland Harbour Bridge that is expected to be finished in 2020. It is one of the Government's "seven roads of national significance", which are needed to support and enable economic growth for the country.

Why is it important for North Harbour? Even this first stage is expected to have a significant impact on the congestion in North West Auckland, shortening the travel time between the North Shore and West Auckland for both people and freight. When the motorway opens, traffic on Hobsonville Road is expected to drop from 40,000 a day down to 6550 a day.

The motorways have also been designed to cope with the urban growth in the North West Auckland region.

The project has two motorway components:

- A 6km, four-lane Hobsonville motorway connecting the Upper Harbour Bridge and Greenhithe sections of SH18 with the Northwestern motorway (SH16) to the west and;
- The 3km four-lane extension of the Northwestern motorway from Westgate to a new roundabout at Brigham Creek Road.

The final stage of development involves laying the final surface on the new motorway lanes, erecting noise walls and road signs, and planting 200,000 native shrubs and trees along the route. Minor tie-in and intersection work will also take place after the motorway project is opened.

For more information visit www.nzta.govt.nz/hobsonville

If you want more information or you'd like our Transport Projects Manager - Sue Kohn Taylor to brief you or your staff about any of these initiatives, please contact us on 968 2222, 021-950524 or email traffic@nhba.org.nz



Getting match ready

While the Rugby World Cup is going to be an exciting time to be in New Zealand, there are also a great number of practical challenges to consider.

North Harbour Stadium is hosting four matches during the Rugby World Cup, bringing tens of thousands of extra people into the area, whether they're heading to the stadium, fanzones or other venues to enjoy the games. Amongst this, a lot of business owners will be trying to go about life as normal.

The transport system and roads will come under increased pressure – there is no doubt about it – so everyone will need to be patient and look at ways they can adjust their travel routines to help minimise overall disruption.

If you normally commute using public transport, you'll need to be aware of changes to the schedules and that the buses will be busy. If you drive into the North Harbour area, you'll need to be aware of road closures on game days (two of these are on weekdays, the other two are during the weekend), which may hamper your route home or out for the evening.

The games themselves kick off at 8.30pm, and road closures will be in effect from 5.30pm.

If you want a detailed look at how the transport in your area will be affected by matches, head to www.auckland2011.com and take advantage of the Match Ready resource. It will help with understanding the necessary transport arrangements and how they're relevant to your business situation and location.

North Harbour Stadium

Capacity 30,000

France v Japan

Saturday September 10

Australia v Italy

Sunday September 11

South Africa v Namibia

Thursday September 22

South Africa v Samoa

Friday September 30

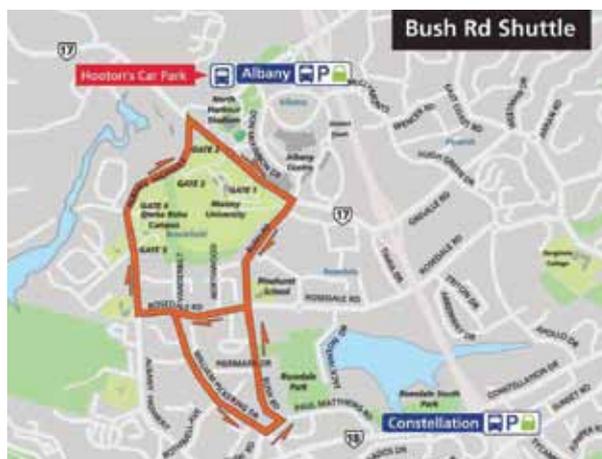
Fanzone - Albany Lakes, Civic Crescent

Capacity 10,000

October 8, 9, 15, 16, 21 and 23.

Heading to the games

If you are lucky enough to have tickets to any of the four matches at North Harbour Stadium there will be special buses leaving from the CBD and other areas to get you to the stadium. Otherwise, if you decide to drive you'll need to walk to the stadium, or take the special shuttle (see map below). However you decide to get there, you'll need to leave early!



www.auckland2011.com



Collective action

A recent ram raid and several “bogus callers” have brought out the best in local businesses – encouraging the sharing of information and support.

When burglars, who stole the owner’s bespoke tools, hit a specialised motor workshop in the NHBA area twice in four weeks it took a considerable toll on the business in many ways. It wasn’t just the loss of tools he needed to do the job, there was also the emotional impact it had on the business owner.

North Harbour Business Association’s crime prevention specialist David Wright went and visited the affected premises on both occasions. He also talked to other similar businesses in the area to warn them that it had happened and give advice on how to prevent it happening to them. Many of these businesses offered to lend tools and other means of support so he could keep the business going.

It’s an example of how an incident can mobilise a community and inspire initiatives aimed at preventing it from happening again.

Losing a significant collection of tools can have a big impact on a small business such as this, and David says that the way other similar businesses had rallied round to help is an example of how a group of businesses can form a loose collective to support each other.

Working together gives the community a better chance of preventing crimes from taking place, it is good for similar businesses to join together, but it is also just as important for groups to be formed in certain geographical locations where they can provide mutual support and thereby target crime prevention.

David points out that a collective approach means businesses can share advice such as how to take preventative steps to make their premises more physically secure, plus they can all look at best practice.

“Businesses need to stand together against crime, no one is alone, and that is one of the key messages I want to get out to the NHBA business community.”

David also points out that several recent incidents with “bogus callers” emphasises the importance of being vigilant at all times.

“You need to challenge people in a friendly manner and you will quickly

figure out if they’re genuine or not. Then your neighbours need to know as well because you can be sure that if they have been challenged by you, they’ll head to the next business. It’s a good example of how we can make it difficult for criminals to operate, and that’s what we’re striving to do here.”

TOP TIPS

- If you see anyone suspicious hanging around or on your property call 111 and tell the Police. Let Police decide the seriousness of the situation and form the appropriate response.
- Notify the neighboring businesses – it’s your community duty.
- Forward any non-urgent enquiries after the event to David at the NHBA.

Contact David today to organise your CPTED survey, or if you just want some advice about crime prevention. Call 968 2222 or 021 560 287, or email david.wright@nhba.org.nz



Highly educated

North Harbour businesses and schools are welcoming the addition of Unitec's Albany campus, opening in August.



NEWCOMER

In the beginning there were 500 part or full-time students on one small campus in Mt Albert. Thirty-five years later, Unitec Institute of Technology educates 23,000 students from 80 countries across five Auckland campuses. The latest addition to its family is the new Albany campus due to open on August 1.

The new premises will replace the Hurstmere Road Campus, which was opened in 2008, giving Unitec room to move and grow in an area that, according to Auckland City mayor Len Brown, is a focus for new business opportunities and an education hub.

Pam Malcolm, who is project managing the Albany campus, says several research reports – from Enterprise North Shore, Unitec and an independent research company – identified there were 67,000 people in the tertiary institute's age range of 16-34 living in the area from Wellsford to Devonport.

"Albany is also seen as a hub for a lot of light industry," Pam says. "Especially a lot of the industries that we're training our students to enter. It's handy for transport and relatively easy to get to from all over Auckland."

Unitec provides vocational training and Pam says it prides itself on producing "work-ready" graduates, whether it's from one of their lower level certificate programmes, post graduate or doctoral studies. The education provider has a strong focus on literacy and numeracy, two areas employers rate highly.

Len Brown says integral to turning Auckland into the world's most liveable

city is the development of a highly skilled workforce and "an environment where science, research, technology and ideas can flourish and transform into internationally recognised products and services that grow the Auckland economy".

"Developments like the new Unitec campus allow greater access to this sort

"Albany is seen as a hub for a lot of light industry, especially a lot of the industries that we're training our students to enter."

of vocational training for Aucklanders and international students, and will help us achieve our goal of making Auckland an outward-looking global city with a competitive and prosperous economy."

Pam says on a local level, Unitec is looking forward to joining the North Harbour business community, and to working with local businesses in any way

they can. "We've been spending a lot of time in the secondary schools and they're so pleased that we're coming across to the Shore and offering their students more options." Businesses should also benefit from the increase in local graduates.

Enrolments have been steady, and it's expected the Albany campus will accommodate around 300 students for the first year, increasing towards 1000 students in the coming years.

As a new North Harbour business, Unitec is also totally committed to the CarpoolNow scheme, setting aside specific parking spaces for those who carpool and providing students with posters and flyers educating them about carpooling and promoting the use of public transport. Pam says Unitec already has a strong sustainability ethos, so the North Harbour Business Association and Auckland Transport scheme is the perfect addition.

www.unitec.ac.nz

Be one of the first to see the new Unitec campus at the NHBA's After 5 event on August 25. See page 5 for more information or visit www.nhba.org.nz



Unitec's new campus in Albany.



From far right: Stan the Dog for Civil Defence; The Ruggerbees for the New Zealand Rugby Union and Clever Baskets for New World.

THE WORD IS OUT

The best in the business

The Costume Studio's work is always on display, in most cases larger than life. Ellie van Baaren talks to the owner about the Rugby World Cup, keeping secrets and the joys of doing business in North Harbour.

Denise Hosty can't tell me what she's working on at the moment. It's top secret. What she can tell me is that one of the business' latest creations is "absolutely enormous" and the biggest problem will be figuring out how to make it fit into a reasonably small car so it can be transported around the country during the Rugby World Cup.

The Costume Studio is the only New Zealand company that specialises in creating and making mascot costumes and now is an exciting time to be a part of it. Denise and her team are currently working with RWC sponsors, councils and the New Zealand Rugby Union, all of which will be using the tournament for some major marketing exercises.

You may have already seen some of The Costume Studio's work. Perhaps you saw the giant New World "Clever Baskets" cheering on the Silver Ferns at Vector Arena last month. Or waved at the giant Irvines pie at the latest Warriors game. You might even have spotted one of ANZ's walking ATMs.

"People say to me that I must have a great

job," Denise says, "and it is, it's fantastic!"

She started out creating theatre and mascot costumes as a 16-year-old in Manchester. When she took a holiday to New Zealand in 1999 it turned out those skills were in demand. She's been here ever since. The unusualness of her skills did have its drawbacks, however, as it took a long time for Denise to get residency and citizenship because she wasn't "qualified" – "you can't really get a qualification in mascot making!"

Until the end of 2005 Denise worked with another company making costumes for the Auckland Theatre Company and the New Zealand Opera. At her suggestion they started doing mascots as well. Because of her previous experience Denise took on that part of the business and developed it, even though the business itself wasn't hers.

When she broke her foot and had to be off work for a substantial period, the company shut up shop and she was made redundant. The only thing for it was to start up her own business using the reputation and contacts she had already built up. As time went on, the money in theatre dried up

and mascots and corporate events became the main source of income.

The economic downturn hasn't really affected The Costume Studio. The companies they work with were among the clever ones who continued to spend their money on marketing and advertising, so the work has remained steady. More than steady.

She now has a team of nine and they're moving into bigger premises just a few doors down from their current building. "I've got a great team, really loyal and hard working and they're all as passionate about what we're doing as I am."

Being based in North Harbour means Denise is closer to where she lives and while a lot of her suppliers used to be in the city, she has slowly found suppliers on the Shore. "We use a lot of local industries and it saves us a lot of money with couriers into and out of the city. Now we can visit our suppliers on a regular basis and they often come along just to have a look at what we're doing."

The Costume Studio

(09) 443 2815, 16 Saturn Place, Albany
www.costumestudio.co.nz

News in brief

Alcohol ban for North Harbour

A 24-hour ban on alcohol in public places ahead of the Rugby World Cup has been approved by Auckland Council's regulatory and bylaws committee.

The ban will run from August 1 until October 31 and is aimed reducing public drunkenness for the duration of the tournament. There are four areas the ban extension applies to, including the area surrounding **Albany Mall**, between the Northern Motorway, State Highway 17 and Oteha Valley Road. Police asked for an early start date (39 days before kickoff) to give the public a reasonable time to absorb the changes before the tournament began.

What a rippa

One of the latest events added to the Real NZ Festival is the inaugural Ripp Rugby World Cup, being held at the North Harbour Stadium.

One month out from the main event, 20 teams of 10 Year 6 students (five boys and five girls) will represent their area as a nation playing in the RWC. It will follow the official draw and take place over the weekend of August 8 and 9. Rippa rugby is a non contact version of the international sport designed especially for young school-aged children. Rather than tackling each other players must rip the flag from the belt of the ball carrier.

New brand, same commitment

On June 1 Rosedale Pharmacy joined the Unichem Pharmacy Group to become Unichem Rosedale Pharmacy.

While committed to providing a superior health service, pharmacist and owner Penny Gordon believes that by joining the group the pharmacy will be able to add more value and move its health services to an even higher level. It also allows the pharmacy to participate in a broader range of exciting promotions that will deliver exceptional value to its customers.

The pharmacy will continue to stock essential health-related products and provide more healthcare services, all delivered to the highest level of professional service to support best practice in medicines and management.

The pharmacy staff are looking forward to welcoming customers to the new-look branded Unichem Rosedale Pharmacy on the corner of William Pickering Drive and Rosedale Road.

NHBA

WINECLUB



Tasty deals

Taking up any of this month's wine club offers from Wine And More will not only mean you get to discover a new favourite tippie, it will save you some serious cash. Here is this month's offering ...

Omaka Springs Marlborough Pinot Gris 2010
Elsewhere up to \$21.99, NHBA Wine Club offer \$16.99

Gold Medal Royal Easter Show Wine Awards 2011, Silver Medal New Zealand International Wine Show. This wine is mouth-filling with subtle pear, peach and honeyed flavours, a creamy texture and sliver of sweetness on the back palate.

Bay View Family Reserve Marlborough Sauvignon Blanc 2009

RRP \$19.99, NHBA Wine Club offer \$11.50

A stunning wine. Rich, opulent and delicate with wonderful aromas of passionfruit, pineapple and gooseberries. Beautifully integrated, its velvet fabric buffers the intensity of the fruit and acidity.

Gumfields Marlborough Pinot Noir 2008
(Exclusive to NHBAWC)

RRP \$26.99, NHBA Wine Club offer \$16.50

A crisp and vibrant red, this is a perfumed selection of definitive Marlborough Pinot Noir. The nose is embellished with cherry wood, raspberry, liquorice and an enticing floral lift. The palate is savoury, refined and inviting, with delicate layers of red fruits contained within an elegant tannic frame, leaving a lingering and elegant mineral finish.

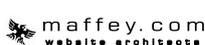
Mad Bay (West Australia) Shiraz 2008

Elsewhere up to \$26.99, NHBA Wine Club offer \$15

Rich, ruby colour with spicy black pepper, dark chocolate, ripe cherry, plums and violet like aromas. Elegant well integrated Shiraz with a long fleshy finish.

Head online: <http://www.northharbourbusiness.org.nz/membership.php>

Phone Wine and More on 415 3568 or visit them at 3/49 William Pickering Drive, Albany to purchase any of these wines. Offers available to all NHBA members and associate members, as well as their employees.



CONTACT US

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