



Local businesspeople stay in touch at the local Columbus Coffee café.

Out of the office,  
**FREE HIGH SPEED**  
wireless  
**INTERNET**  
access

## Wi-Fi launched in *The Zone*

In association with Horizon Pacific, we're pleased to launch *The Zone* – the eagerly awaited Wi-Fi hotspot internet connections at local cafés.

### FAMILY BUSINESS WINS!

In the last issue of FYI we encouraged you to be in to win a place on an ICE Bridge growth leadership course. Local family firm, Nappies Direct, sent us the winning entry. For more details please read page 10.



You can now surf the net and check emails while enjoying a short black or flat white at cafés around the North Harbour industrial estate.

Albany-based Horizon Pacific Business Development Manager Bruno Bickerdike describes *The Zone* as a concept of better connectivity, reduced telco operating costs and an alternative to Telecom and TelstraClear.

"*The Zone* hotspots increase the number of local meeting places to keep businesses in touch when out of the office.

"We believe it won't be long before free Wi-Fi is offered at every meeting place where business occurs," he says.

NHBA General Manager Gary Holmes says the initiative is part of the drive to help you do business a lot more easily without being tied down to wired technology.

"Business is a fast-moving world and we can't be desk-bound if we're to keep pace.

"North Harbour is ambitious and we hope to become the first business district to be

completely wireless for phone, fax and internet communications," he says.

Login cards with an access number and password are available at the cafés listed below.

### THE BENEFITS

- *The Zone* offers secure and private internet connections.
- You can access key business information, office email, download /upload documents.
- Unrestricted internet access.
- No credit card or registration required.

### GET INTO THE ZONE @

**Altura Café & Roastery:**

23 Douglas Alexander Parade

**Cenna Bay Café:** 1/331 Rosedale Road

**Columbus Coffee:** 8/38 William Pickering Drive

**Mozaik Café:** 15H Douglas Alexander Parade

• For more information please visit: [www.nhba.org.nz](http://www.nhba.org.nz)



## Who are we?

We represent the interests of businesses in the North Harbour industrial area by encouraging business and employment growth through initiatives such as crime prevention, transport management, seminars, training and networking events.

We work closely with North Shore City Council and other government agencies, advocating for infrastructural improvements such as security and safety, transport, technology, utilities and street signage.

Our website [www.nhba.org.nz](http://www.nhba.org.nz) hosts a wealth of information including a local business directory, links to traffic cams, local health services, education facilities and bus timetables.

## The case for membership

As a member of the North Harbour Business Association you will also receive the following benefits:

- Bi-monthly newsletter circulated to more than 2000 business leaders
- Regular email updates containing topical information
- Free enhanced listing in the website directory till 30 June 2009
- Free business improvement training seminars and networking events including CEO Breakfast (see page 5)
- A dedicated security patrol
- Access to the BizWatch security alert system
- Discounted website and newsletter advertising rates
- Entitlement to attend and vote at the AGM and Special Meetings.

Membership for businesses within the BID area is free; for those businesses outside the BID area who wish to become Associate members, there is an annual subscription of \$250. Join online now at [www.nhba.org.nz/membership](http://www.nhba.org.nz/membership)

North Harbour Business Association Inc  
PO Box 303 126, North Harbour  
[www.nhba.org.nz](http://www.nhba.org.nz)

# Working with winners

Thank you for your great feedback on our first issue of FYI. Many of you appreciated the layout and, in particular, the easily read and understood information.

As you'd have read in our latest cover story, the launch of the much-anticipated free Wi-Fi internet hotspots at cafés around North Harbour has been similarly welcomed. This has not been attempted on this scale anywhere else in New Zealand and I urge you to try it out if you have not already done so.

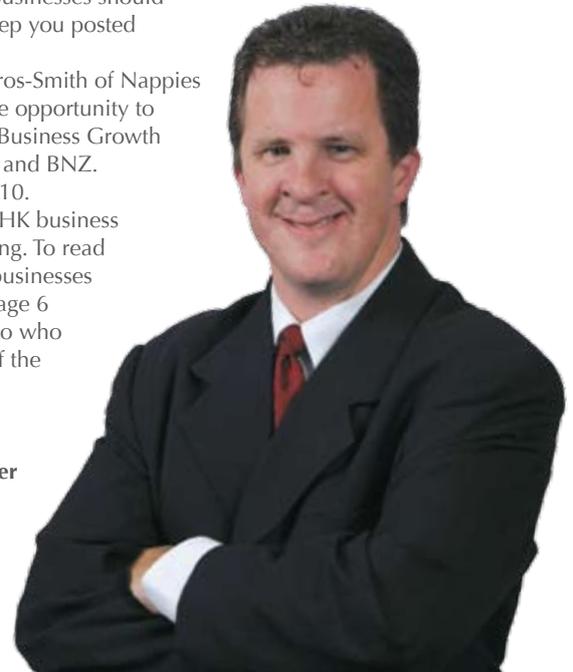
As you can read on page 7, we're working closely with the Police and local community patrols to reduce commercial burglaries. Following a spike in reported burglaries recently, the Police brought together key stakeholders – including NHBA – to address the issue. We've formed a focus group to share information and, together, we'll put complacency aside and fight back for North Harbour.

North Shore City is a wonderful environment within which to base your business and is, relatively, crime free. But there are steps that all businesses should take to keep it that way. We'll keep you posted through FYI.

Congratulations Kevin D'Ambros-Smith of Nappies Direct who, through FYI, won the opportunity to attend the ICE Bridge Achieving Business Growth workshop courtesy of the NHBA and BNZ. Check out Kevin's story on page 10.

Finally, the response to free WHK business growth seminars has been pleasing. To read about the value North Harbour businesses can gain, please check out the page 6 article on Allan Burton of Relavito who has attended not one, but two, of the programmes on offer.

All the very best,  
**Gary Holmes | General Manager**



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April 2009

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## From the Chairman

Our name change has been approved and we are officially the NHBA.

The CEO Breakfast forums were kicked off in February with a typically parochial and passionate speech from Mayor Andrew Williams and an equally inspiring speech on finding your passion at work by Simon Angelo.

We encourage you to attend the upcoming breakfast forum on the budget in June when leading business commentator Rod Oram will address us.

We have other high profile speakers lined up later in the year so please keep an eye on FYI for details.

I'm pleased to introduce a profile on NHBA board members which starts this month with a new member, Richard Ede.

NHBA is currently considering North Shore City Council's City Plan – a 15-year outlook to 2024 – and we'll state our views on key issues such as the Albany Highway upgrade, business differential rating and transport matters. Your further suggestions are welcome – please let our well-connected GM Gary Holmes know your views and ensure your voice is heard.

Finally, don't forget that entries to the Westpac-sponsored, ENS-run business excellence awards are now open and North Harbour has been strongly represented in the past. This is your chance to shine and we can help you get the recognition you deserve.

Gray Pearson | Chairman



**"I'm passionate about making the North Shore a better place to do business and being a NHBA board member is helping to achieve that goal."**



## Meet Richard Ede

In a career not yet 20 years old, this tall, clean-cut banker and father of three has achieved much and, yet, his ambitions for North Harbour stretch even higher.

Since graduating with a Bachelor of Business Studies degree from Massey University in 1990, this banking and finance major has worked for major banks and was appointed Managing Partner of BNZ Partners, North Shore last October.

He saw the light in January and moved across the bridge to Murrays Bay to be closer to his latest challenge with the Bank of New Zealand.

"I'm excited to bring our BNZ Partners model to life on the Shore and really help local businesses through some difficult times," he says.

"BNZ Partners is committed to supporting New Zealand business through an economic downturn with our financial specialists, products and services.

"We're offering local people, making local decisions and we work hard to be a part of the community we operate in. As the name suggests, we like to partner with our clients and can provide not only access to capital, but time and expertise to build personalised solutions for your business," he says.

Early in his career, his employer identified Richard's potential and sent him on a 21-day Outward Bound course to test him out in rough waters – during the last recession. After he was part of the due diligence team that acquired the Rural Bank, he was shortly afterwards appointed as one of the bank's youngest managers, aged just 24.

The Financial Services Institute of Australasia [FINSIA] awarded Richard Ede the prestigious honour of Fellowship in 2005.

**WORKS:** In Albany as Managing Partner of BNZ Partners North Shore.

**LIVES:** In Murrays Bay with wife Cherie and children Oliver, Stella and Harry.

**ENJOYS:** Family activities; plus running, gym, tennis and playing the guitar.



“We have some significant projects on the table so this year’s looking good. I’ve reassured the team that their jobs are safe with the work to keep the factory going 24 hours a day.”

**STEVE MORRISON** is a home-grown pioneer in plastics, CEO and majority shareholder in award-winning LinkPlas. Born and raised on the North Shore, the overseas experience of this mechanical engineer and entrepreneur includes 10 years in England and Malaysia where he established and ran plastics manufacturing plants. In his spare time, Steve enjoys thundercat racing, playing masters rugby league and skippering the family boat on his beloved Hauraki Gulf. **FYI met Steve at his owner-occupied Albany factory to discuss his PET\* projects.**

Steve Morrison,  
Committed Optimist

# The plastics pioneer



What do lemongrass-scented dog shampoo and mud shaving gel have in common? Answer: they are both among the many products that are packaged in the PET plastic containers custom made by LinkPlas.



The Bush Road-based 17-strong LinkPlas workforce is complemented by a joint venture operation in Adelaide. Steve set up the machinery that produces this bottle containing Hardy’s Australian wines and featuring Kiwi ingenuity where the cap doubles as ‘the glass’.

As many NHBA members would remember from the After 5 guided tour of the company’s premises in February, the showroom showcases many innovative uses of plastic and some rather unusual contents.

From the award-winning Montana wine served on Air New Zealand flights to methylated spirits which is not, the liquid range also includes the cleverly branded Sejuice range of fruit juices produced by another group of entrepreneurial Kiwis, Pinto – a Tauranga-based firm that was one of the first clients won by LinkPlas when it was established in 1997.

Almost 12 years ago Steve Morrison set out to create his own market, offering niche products to companies that were not catered for by the plastics sector’s bigger players.

When told that his larger rivals could not come up with a 187ml plastic bottle to contain wine with a year-long shelf life, Steve applied his #8 wire thinking to meet the challenge and became the first in the world to achieve the feat. Air New Zealand reports that the fully recyclable plastic version reduces a

plane’s load by one tonne per day when it replaced glass bottles. LinkPlas products have now featured on both British Airlines and JetStar flights.

With LinkPlas’ awards including the supreme Enterprise North Shore Business Excellence Award in 2005, it is unsurprising that Steve is an unabashed Committed Optimist.

“We have some significant projects on the table so this year’s looking good.

“We hold regular staff meetings and I’ve reassured the team that their jobs are safe with the work to keep the factory going 24 hours a day,” he says.

Steve is keen to give back to the community, including mentoring secondary school students through the Young Enterprise Scheme (YES) programme in which his local background and international experience is shared with the next generation.

“Every time I return to New Zealand from a business trip, I’m always pleased to be home.”

● For more information please visit [www.linkplas.com](http://www.linkplas.com)

\*LinkPlas manufactures injection stretch blow moulded P.E.T. (Polyethylene Terephthalate) containers for the food and drinks, industrial, personal care, healthcare and toiletries markets.

# Business breakfast: expert insight

Respected business journalist and commentator, Rod Oram (pictured), will provide NHBA members with expert analysis of the 2009 National-led government budget.



**FREE**  
for all NHBA  
members

**DATE:** Tuesday 2 June **TIME:** From 7am – 8.30am  
**VENUE:** President's Room, Harbour Function Centre, North Harbour Stadium  
**SPONSORED BY:** Mondo Travel

Rod has more than 30 years' experience as a journalist, change manager, line manager and corporate strategist. Rod moved to New Zealand in 1997 and is now considered the top speaker on financial global growth strategies.

He has won the following awards:

- 2001 WestpacTrust Columnist of the Year
- 2000 Qantas Media Awards: Best columnist (business and finance)
- 2000 WestpacTrust Awards: Runner up best business feature writer

Former Editor of the Business Herald, Rod also contributes to a weekly column on business and economic issues for the Sunday Star-Times. He writes for the Financial Times of London, and contributes to various radio and television programmes.

- The breakfast forum is **FREE** for all NHBA members. Limited to one free attendee per company. The cost for additional attendees or non-NHBA members is \$25 p/p. RSVP to gm@nhba.org.nz or phone 968 2222 by Monday 1 June. For more information please visit [www.nhba.org.nz/events](http://www.nhba.org.nz/events).

## Introducing a whole new way of seeing the world.



the new travel company

### Mondo lands on the shore.

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Call Mondo now on **0800 955 655** for your complimentary \$50 Travel Voucher.



Travel is an adventure. It can change the way you see the world. At Mondo we believe the inspiration to travel should come from the heart, not out of a box. Mondo - the **new** travel company, is the first retail travel brand to enter the New Zealand marketplace in the last 20 years. Fresh and vibrant, we present travel in a whole new light and offer an innovative, transparent franchise module.

## Upcoming WHK Seminars

### Managing and motivating people

Wednesday 13 May, 9am – 12.30pm

There's an art to managing people effectively to keep them motivated and focused on achieving results that make your business more profitable. This workshop is for businesses that currently employ staff and are looking to develop systems and processes to encourage great performance. It will help you to implement strategies and systems that make it easy to get the best out of your people.

### Costing and pricing to improve profitability

Wednesday 10 June, 9am – 12.30pm

Business owners need to understand costs and what drives profitability. This workshop will equip participants with the skills to understand business costs, and effectively set pricing and service levels.

### WHAT IS THE COST?

This programme is fully funded through New Zealand Trade and Enterprise for those businesses selected to participate.

### WHO IS ELIGIBLE?

You must be the business owner or manager and your business – including sole traders and freelancers – must

- Be currently trading
- Employ fewer than 50 full-time\* staff (\*Full time = 30 hours or more per week)

Charities, trusts and non-profit organisations are, unfortunately, ineligible.

### HOW DO I APPLY?

If you're interested please contact WHK Business Growth on 968 8555 or [info@enterprisetraining.co.nz](mailto:info@enterprisetraining.co.nz) and mention you're a NHBA member. This starts the registration process, which will include a 15 minute online business assessment. Once completed you will not have to go through this process again should you seek future training. You'll learn more once you've applied.

- For more information please visit: [www.nhba.org.nz/training](http://www.nhba.org.nz/training)

**ALLAN BURTON** is an 'entrepreneurial technologist' and CEO of Relavito, a North Harbour enterprise employing 10 people and offering "email communications (and online sales systems) that work" to SMEs and large corporate in four countries. A business studies graduate of Massey University, this North Shore-based high-flying Kiwi has completed not one but two programmes offered by WHK: the High Impact and High Flyer programmes. **FYI spoke with Allan about how his 18-month old company benefitted from the specialist programmes.**

Relavito



Allan Burton (left) is pictured with Project Manager Mike Duncan.

# Flying high

It was only when Allan Burton attended the WHK High Impact programme in September 2007 that he realised while he had a company name, he was missing a brand.

Applying the lessons learned, The Bottom Line Marketing Limited became Relavito within the space of a week – complete with a .com domain name. This was just in time to take to market – a key trade show where Allan and colleagues showcased their email marketing service and earned 30 new customers within the following three months.

"The sessions were stunning: challenging and timely," says Allan who is an experienced presenter himself, delivering personal development programmes free-of-charge to his local community.

Smartmail and Touchpoint are among Relavito's competitors in a tough marketplace that is growing despite the recession.

Allan Burton identified an opportunity in 2007 to create customised software that would complement Customer Relationship Management [CRM] systems.

"For me, CRM alone was boring but email marketing; now that was interesting.

"I set about creating the concept and initial design while our programmers developed the prototype. Within four months we had produced for a real estate company a tailor-made web-based tool to market open homes."

The High Impact course not only reinforced the importance of branding, it helped define Relavito's value proposition.

"We're all about boosting our clients' revenue: that's the bottom line," says Allan who credits the course with sharpening his focus on planning, and providing him with the tools to develop active strategies.

Reality TV fans would recognise one of the role playing tools featured in the follow-up WHK seminar.

"I loved the mini Dragon's Den in the High Flyer programme," says Allan.

"It was a real eye-opener and with the frank feedback our presentations received, it's proved to be an extremely useful exercise for us."

- For more information please visit [www.relavito.com](http://www.relavito.com)



**NORTH  
HARBOUR  
BUSINESS**  
ASSOCIATION  
Empowering Better Business



### The top three crimes affecting North Shore City are:

- Burglary
- Vehicle crime (Unlawful taking of, and theft from, cars)
- Family violence

# Working together to fight crime

The Waitemata Police District is working closely with NHBA on our crime prevention programme, with a powerful commitment from 'the blue line' to keeping our BID properties and us safe.

## The top 10 tips to help you secure your premises and avoid becoming victims:

1. Keep an activity diary for your company.
2. If you are a business that is open to the public be proactive with everyone entering your property.
3. Do not hesitate to report suspicious activity.
4. Share your thoughts and ideas openly about any suspicious situation you see develop.
5. Be practical in your crime prevention strategies. Maintain a crime prevention check list.
6. Keep the check list and time frames simple (go online for the spreadsheet).
7. Make crime prevention a standing item at your management meeting.
8. Network with fellow tenants and encourage them to share information.
9. Use NHBA to channel your information to the organisations that need it. This way the NHBA gets an overview and then can give all members a reliable account of what is going on. Through community partnerships the NHBA can influence other organisations to assist in helping to keep your business community safe.
10. Consider alternative options to ensure your business and employees are safe.

Full details are available on [www.nhba.org.nz](http://www.nhba.org.nz)

North Shore Police's resident burglary analyst, based here for the last 18 months, is Vinnie Steenkamp (pictured) who has been analysing this most common crime since 1997.

"The best thing about North Shore City is we work extremely hard to keep the burglary rate down. That is why we're rated one of the safest places to live in New Zealand," he says.

Vinnie reviews every burglary file together with the sergeant in charge of the special burglary squad.

"I seek to link offences by method of offending, descriptions listed and vehicles used. Our burglary squad follows up any leads or lines of inquiry.

"One of the main thrusts of my job is to provide colleagues with timely and accurate information on 'hot' offenders and locations. I direct resources into areas where we have the best chance to arrest burglaries.

"Like all Police colleagues, I'm here to build partnerships throughout the community," he says.

## Safer Communities Together

Early this year Vinnie Steenkamp identified an increasing number of burglaries in and around the North Harbour industrial area. After he highlighted this at a Police management tactics meeting, the Police presence and visibility increased in the district.

Vinnie was already in contact with our local contractor ICON Security and, between Police and ICON, they quickly cut the reported burglary rate.

"I invited representatives from NHBA, ICON, North Shore City Council, Police, Probation Services (Corrections) and North Shore Community Patrols to a presentation at our North Shore Policing Centre."

Evidence shows that with widespread support, the success of one crime reduction initiative has a flow on effect on others.

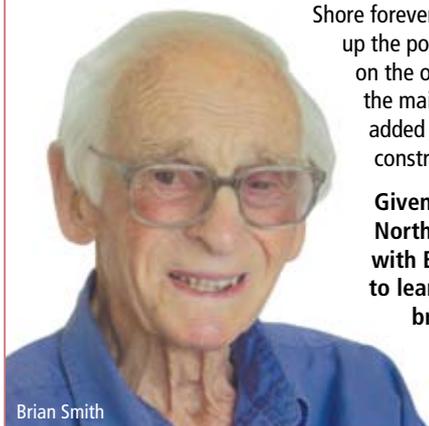
● For more information please visit: [www.nhba.org.nz/security](http://www.nhba.org.nz/security)



# The Bridge: a tale to tell

**BRIAN SMITH** is a retired civil engineer whose association with the Auckland Harbour Bridge spans 60 years. After graduating from London University in 1947, Brian joined Freeman Fox & Partners [FFP] – the prestigious engineering consultancy which had designed Sydney’s harbour bridge. Three years later, the newly formed Auckland Harbour Bridge Authority commissioned FFP to design the bridge that would span the Waitemata Harbour and change the North Shore forever. Brian emigrated to NZ and took up the position of Deputy Resident Engineer on the original project and was promoted to the main role when the ‘clip on’ lanes were added years later. His role was to supervise construction not the design.

**Given the importance of the bridge to North Harbour businesses, FYI spoke with Brian at his Mairangi Bay home to learn more about the history of the bridge and seek his expert opinion on future crossing options.**



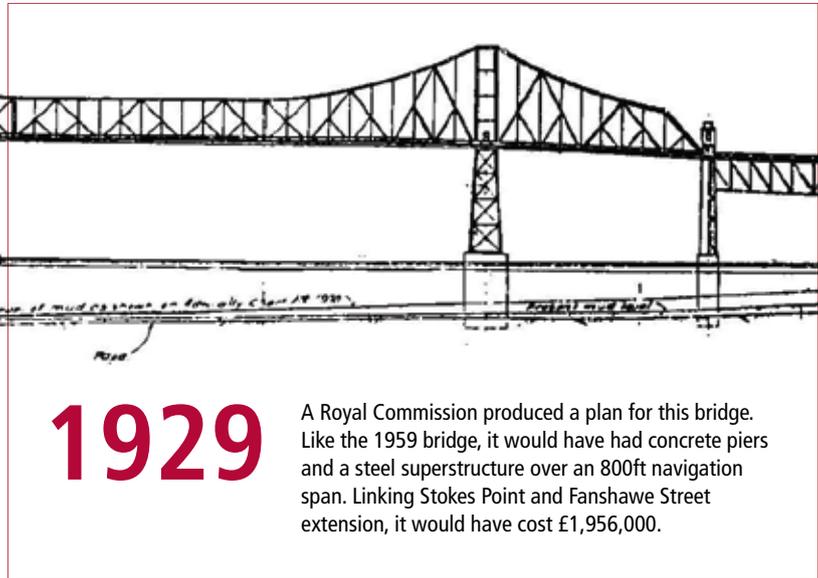
Brian Smith

Turning 50 this year, the bridge will be the focus of celebration. Its future, however, remains as much a political football as its past.

**B**rian Smith is writing a small book about the bridge, a tale dating back 150 years and covering its tortured history of false starts, redesigns and add-ons.

There is no-one more qualified to tell the story than the softly-spoken Englishman who made NZ his home in 1970. An award-winning civil engineer of more than 40 years, his association with the bridge stretches back 60 years. Ninety-two years old now, he holds a current driver’s licence and his 70 years’ motoring experience includes many thousands of trips across the structure he knows better than anyone.

His recollections are frank and detailed, based on a remarkable memory and backed by key documents, correspondence and illustrations retained in his archives.



**1929**

A Royal Commission produced a plan for this bridge. Like the 1959 bridge, it would have had concrete piers and a steel superstructure over an 800ft navigation span. Linking Stokes Point and Fanshawe Street extension, it would have cost £1,956,000.

### Did you know?

- **150 years ago** – the idea of a bridge was first proposed in 1860 by a farmer called Bell but the 15,500 pound price tag for the timber pontoon was considered too dear for the day.
- **80 years ago** – a Royal Commission was appointed and proposed a bridge [see above] but, again, it was too pricey apparently.
- **63 years ago** – a second Royal Commission produced a report within five and a half weeks and set the wheels in motion.

Brian’s portraits of the key people involved over the years make for fascinating reading, in particular his fellow émigré and mentor – a Russian called Kerensky.

The chief designer of the bridge from 1950-59, Oleg Kerensky was the son of Alexander, a former Russian leader who had to flee that country after the Bolshevik Revolution in 1917. It is these human details which complement the technical and the fiscal facts that will make the book the definitive work on the topic.

FYI asked Brian to state his views about the bridge today and future crossing options.

His first response was to say that an additional harbour crossing should have been in place 20 years ago, as recommended in FFP’s 1974 report. That bridge option would have stretched from Kauri Point across to Pt Chevalier, using the Meola Reef as a causeway. Controversial and politically unpopular, the report was buried and no bridge emerged.

In his professional opinion, Brian believes current thinking is ‘tunnel vision’, blurred by misconceptions and political expediency.

“Tunnels should be used only when bridges can’t be built, like in Sydney,” he says. “Auckland has options.

“Today, people are tunnel-mad but they cost two or three times more and, contrary to the common fallacy, create their own particular environmental problems. This is particularly so with the ‘cut and cover’ method being considered in Auckland.”

While Brian supports the increased travel options now available across Auckland with improved public transport, this “still learning” motorist of three score years and ten knows only too well of Aucklanders’ love affair with cars and our love-hate relationship with the bridge.

Brian also authored the booklet “Auckland Harbour Bridge – Road across the Waitemata” published in 1959 by AH & AW Reed and which focussed on construction.

- For more information about how NHBA is helping to publish the book please contact gm@nhba.org.nz

SPONSOR PROFILE

# Crown helps businesses keep their head

**SPECIAL OFFER:**  
**FREE storage**  
 for the first three months  
 – no minimum quantity  
 and Crown will collect  
 and deliver.

Crown Worldwide Records Management is a NHBA gold sponsor.

**FACTS:**

- At 19 metres high, the Albany building is the equivalent of a six storey apartment making it the highest mezzanine racking in NZ.
- At capacity it will hold more than 750,000 cartons and 100,000 data tapes.
- The concrete pad is specially designed (another NZ first application) to take 14,000 tonnes.
- 1,000 items are delivered to North Harbour businesses daily.

Few people realise that behind the secure gates at Crown's North Harbour building (right) is the impressive local operation of the world's third largest records management business.

Christopher Deane Auckland Sales Manager explains how Crown helps companies manage their information from creation to disposal.

"We're really in the risk management business. For example, independent research shows that post 9/11, 78 per cent of the companies that outsourced all their RM requirements were up and running again within 48 hours, with a further 18 per cent within five days but 45 per cent of those that relied on in-house RM solutions went out of business.

"We store more than three million individually tracked samples of client information here in Albany. Mainly paper-based but also digital tapes, electronic files and other non paper data. Our specialist vault is in effect a concrete bunker that houses data tapes and much more," he says.

If all the records safely stored at Crown's state-of-the-art facility in Albany were laid end-to-end they would stretch 200km to Tauranga.

Crown does not offer just a storage facility, sophisticated though it is. It provides a range of advisory services and comprehensive retrieval and delivery service.

"It's all very well knowing that your records are safe," says Christopher, "but when you need them back, you need to know they will be accessible. We deliver and



collect more than 2,000 (Auckland-wide) items each day for our clients.

"Don't be misled into thinking this is a service geared for the bigger corporates or large employers. Crown's clients range from the sole proprietor with only a couple of cartons up to banks with tens of thousands. And in these more cost conscious times they are finding more and more small businesses are outsourcing to save money.

"This is a way for businesses to create space – a filing cabinet can amount to \$200+ worth of floor space when the same amount of records can be stored here for less than \$30 a year."

- For more information please contact Christopher Deane on 415 7424 or [cdeane@crownworldwide.com](mailto:cdeane@crownworldwide.com) and mention this FYI article.



## Nappies 4 NZ

As our front page indicated, Nappies Direct is a North Harbour success story, a romantic tale and a family business since 2002.

Kevin Smith married Pia D'Ambros and they have two boys Leonardo: four, and Roman, two.

High achievers, they won the Westpac Enterprise North Shore Business Excellence Award for marketing in 2005 and service delivery in 2006.

As a more recent NHBA/BNZ winner in 2009, Kevin attended the ICE Bridge course in March – a one and a half day seminar – joining 25 fellow business owners.

A driven entrepreneur, he was impressed, informed and grateful for what he learned.

Accounting: understanding the importance of knowing and understanding accounts, income and expenses through targeted case studies.

Planning: looking out 10-15 years to where his family firm would be and stepping back to figure out how they'd get there offered clarity.

While the Italian-Kiwi couple always knew where they were heading, they now know the destination, how they will reach it and are planning the steps to make it happen.

Kevin strongly recommends the seminar and believes that companies will get the \$1000 investment back many times over.



## Economic future at stake – how you can help

The North Shore City Council is undecided whether to continue annual funding of \$250,000 for the Targeted Business Attraction Programme (TBAP) – an initiative successfully bringing business, jobs and real value to the North Shore economy.

The NHBA and the city's economic development agency Enterprise North Shore strongly support the continued investment into business attraction, retention and growth – and urge your written support for this important programme.

Considering Shore enterprises pay 26.4 per cent of the city's total rates – including more than \$10 million from within our Albany BID area alone, businesses' voice to council is under-represented. Businesses need to be heard, and this is an opportunity to retain \$250,000 of investment required to attract, retain and grow business on the North Shore.

Through the council's DRAFT City Plan [Long Term Council Community Plan] consultation process, businesses can urge council to continue the investment which has helped to bring organisations such as Unitec and Leighton Contractors, providing valuable jobs for North Shore residents and adding significant value to our economy.

ENS Chief Executive Terry Hoskins and NHBA Chairman Gray Pearson will deliver compelling submissions to councillors to sustain the investment, the dividends of which have been evident since TBAP began in 2007, and with a promising pipeline of businesses considering a move to the Shore.

As the Royal Commission on Auckland Governance has indicated in its recommendations to government, economic development is pivotal to the region's future. This is your local council's opportunity to support the city's economic well being while it can – before any 'super city' is established and the opportunity is lost.

Take the opportunity to be heard: please visit [www.northshorecity.govt.nz](http://www.northshorecity.govt.nz) and follow the guidelines on how to make submissions on the DRAFT City Plan; or call Gary Holmes on 968 2222.



ENTER THE  
2009 Westpac  
Enterprise North Shore

# Business Excellence Awards



Part of the ENS crew – Ngaio, Mercedes and Lisa.

Vibrant, positive, innovative businesses thrive on the North Shore and, as Gray Pearson points out in his column, they celebrate their success.

Now in its 12th year, the Westpac Enterprise North Shore Business Excellence Awards continue to honour local companies, their people and their incredible achievements.

ENS Chief Executive Terry Hoskins says the annual event showcases success by shining the spotlight on entrants and winners before an audience of community leaders, media representatives and other local enterprises.

"Size is no barrier to success in these awards; if you're doing great things and achieving great results, we want to reward you and your company.

"Many businesses are surprised at what they gain from simply entering – not necessarily winning – an award category. Learning more about yourself and your business can be the greatest reward from the process.

"Entering the awards does wonders not only for the confidence of customers, but for staff who reap the benefits of celebration too – what better reason can there be to get involved?" he says.

For more information on how to enter the awards, please visit [www.ens.org.nz/awards](http://www.ens.org.nz/awards)

## ENS facilitated investments bring big bucks

Further to our story in February's FYI (page 9), we're pleased to report that in the last six months 20 North Shore enterprises received around \$300,000 in research and development (R&D) investment from the TechNZ business investment programme facilitated by Enterprise North Shore (ENS).

ENS is the TechNZ partner in this area delivering the business investment programme for R&D on behalf of the Foundation for Research, Science and Technology.

ENS helps local world class companies innovate and grow. Investment is made in technology for new products, processes and services as well as knowledge and skills to improve R&D capability.

The 20 successful funding applicants covered a spectrum of industry sectors: system controllers, software, marine, construction, food production and biotech.

In offering a wide array of business services, ENS is able to broaden its assistance to investment applicants by referrals to mentors, advisors and other sources of information.

### HOW ENS CAN HELP YOU

Facilitator Chris Lock [right] helps local enterprises to develop products and services through R&D. He can guide you through your applications for government investment funding, increasing your chances for success.

Please call 414 1341, 0274 234 9201 or email [chris.lock@ens.org.nz](mailto:chris.lock@ens.org.nz)



Chris Lock

# Stay safe, secure, smart

Our NHBA security alert system (below) allows ICON patrol officers, Police and, most importantly you, to contact our control room as the first, key step to keeping us all safe.

## SECURITY ALERT PROCEDURE

- Report all incidents you think other members should be aware of
- Phone ICON Security on 415 0818
- Quote our NHBA code: 11811
- Advise your name and company name
- Description of the incident you want reported
- Description of persons / vehicles involved.

## ICON SECURITY GROUP

When you call in to report a suspected offender or particular incident, all your fellow NHBA members will be alerted. Our security provider, ICON will work through us, NHBA, who hold in our database your email addresses. We'll alert you all immediately with your description of the person and the nature/location of the reported incident by email.



## Enhanced web listing

Take advantage of our FREE enhanced listing to all businesses within the BID area! Please email [admin@nhba.org.nz](mailto:admin@nhba.org.nz) and Jackie Brown will action for you.

The features include:

- Your company contact details;
- A website hyperlink;
- Three keywords; and
- A 2000 character description (400 words).

Simply click through to our detailed listing page and you'll access:

- A Google map;
- Unlimited vouchers;
- Logo; and
- Up to six images of your business or product.

The vouchers encourage other local businesses and residents to "buy local" by offering them printable discount vouchers to your products and services.

- Please visit [www.nhba.org.nz/list-of-vouchers](http://www.nhba.org.nz/list-of-vouchers) for more details.

## After 5 function @ the cop shop!



**DATE:** 28 April  
**TIME:** 5pm – 7pm  
**VENUE:** North Shore Policing Centre, Parkway Drive  
**ACTIVITY:** Special Mystery Tour and refreshments  
**RSVP:** By 24 April to [gm@nhba.org.nz](mailto:gm@nhba.org.nz) or phone 968 2222

Come and visit our modern, purpose-built policing facility (above) including a 20-minute Special Mystery Tour and hear from the Police on the latest initiatives to reduce crime in our area. Please read page 7 for details of how the NHBA and the Waitemata Police teams are working together.

- For more information please visit [www.nhba.org.nz/events](http://www.nhba.org.nz/events)

## Buckle up folks!

Come and find out what Flight Centre Business Travel and its partners can offer you. You'll enjoy a great evening featuring prizes, giveaways and international cuisine.

**DATE:** 20 May  
**TIME:** 5pm – 7pm  
**VENUE:** Flight Centre Business Travel Unit C, 43 Apollo Drive  
**ACTIVITY:** Fun, interactive and tasty!  
**RSVP:** By 15 May to [gm@nhba.org.nz](mailto:gm@nhba.org.nz) or 968 2222

### CONTACT US:

PO Box 303 126, North Harbour | **Mobile:** 0274 966 283 | **DDI:** (09) 968 2222 | **Fax:** (09) 926 1822  
**Email:** [gm@nhba.org.nz](mailto:gm@nhba.org.nz) | **Web:** [www.nhba.org.nz](http://www.nhba.org.nz)