

INSIDE Issue 11

May 2011

2-3 Events

Graeme Avery review and CEO Breakfast with Mark Hawthorne.

4-5 News

Introducing NHBA and a message from Graham Boult

6-7 Events

NHBA's first Business Expo

8-9 Transport

The latest initiatives and the Auckland Plan.

10-11 Celebrating success

Speedy Signs and Safety Integrated Solutions.

12-13 Crime prevention

Stopping opportunist crime

14-15 Spotlight on

Local educators.

16 Business and pleasure

Associate members and NHBA Wine Club.

**SAVE \$108
ON WINE**

NHBA Wine Club

David Prescott from Wine and More has put together a mixed case of stunning wines just for NHBA members.

See page 16



More than fashion

What started as a way to respond to the deaths of two of their peers from cancer has turned into an annual event for Kristin School senior students to raise tens of thousands of dollars for charity.

It could be any Fashion Week event. The guests gather for a cocktail function, enjoy a fashion show featuring the designs of brands such as Trelise Cooper, Yvonne Bennett, Federation and Workshop, and leave with a goody bag. But this event is so much more.

The Kristin Fashion Show has been strutting its stuff for 14 years now, showing support and raising money for CanTeen, the Child Cancer Foundation and the Breast Cancer Cure Research Trust.

More than 150 senior students work together as cast and crew to pull off the show, and some of the school's young designers get to show their designs alongside the list of well-known brands. The school's Soft Technology students will also be showing off their World of Wearable Arts creations.

The show is in memory of two students, Thomas Bridgman and Anna Fuller and is an opportunity for the school's senior

students to be pushed beyond their personal limitations, to experience the richness of teamwork and the satisfaction of creating a professional show while generating thousands of dollars for worthwhile causes. While many have taken these skills with them into life beyond school, for most it is a time to look outside themselves, be aware of the suffering of others and be part of something that has made a difference.

This year Kristin is aiming to raise \$35,000 for the three charities, a total that will come through a mixture of ticket sales, donations, raffles, flowers and T-shirts. Tickets are on sale to the public.

The funds raised from the Fashion Show will also go towards a larger target driven by the students – to raise \$75,000 over three months. Work towards this has already begun, with students raising \$29,000 for families

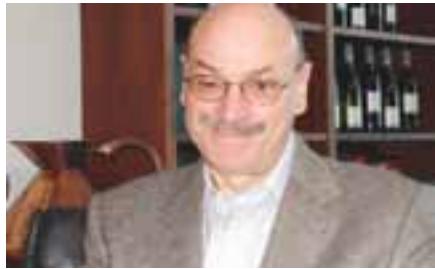
affected by the Christchurch earthquake through a mufti day and family picnic. They also gathered 600 boxes of Easter goodies to send down to children in the devastated city.

Another \$15,000 was raised in April at a student-organised event at Rainbow's End for the Ronald McDonald House. Middle school students also cooked dinner for the residents at the house, something they do each term.

While Kristin school has an enviable reputation for academic success, excellence in the arts and the development of several national and international athletes, the fundraising efforts so far in 2011 show the spirit of altruism is also alive and well.

The Kristin Fashion Show is on May 7 and members of the public are welcome to attend to help the school reach its fundraising target. Tickets can be purchased at www.iticket.co.nz www.kristin.school.nz

Conversation starters



It may have been a cold and early start, but those who turned up to hear Graeme Avery talk at the CEO breakfast on April 19 were rewarded with a thought-provoking presentation.

True to his topic, "new thinking for a new future", Avery stressed the importance of the younger generation, using the invigorating changes he's seen in Central Asia and Eastern Europe, especially Kazakhstan, a country beginning again with a "clean slate" as examples.

"The average age of people working in the [Kazakh] public service is 37, in parliament it's younger than that," Avery said. "They have a very smart president who is surrounding himself by a cadre of young people ... Innovation is the survival of all business. It's a strategic imperative. We need to be constantly asking 'how can we do things differently?'."

The audience was already riveted – you could have heard a pin drop – but Avery also had some sobering thoughts about where New Zealand was at from his perspective.

"I have seen New Zealand continue to slide relative to the rest of the world and where it was 20-30 years ago. Relatively



speaking we have a poor standard of living at the present time and one of the problems is we are shackled to self-imposed mediocrity. We're satisfied with being small. We need to promote winning; losing and mediocrity are socially destructive."

Going forward he saw two major debates

for the world to deal with: improving crop yields and raising disease resistance in our crops through genetics; and harnessing nuclear power, warning that we can't let the terror of the unknown at Fukushima halt important research.

It was a stimulating start to the Tuesday.

When needs must



It's not a pleasant topic, but it's a fact of business life: debts need to be recovered and businesses fail. And when that happens, it's important to have the right people advising you – more than an accountant, more than a lawyer.

That's where Waterstone Insolvency and Debt Recovery come in. Based on Piermark Drive, they are specialists in both areas, using a team of experienced and professional staff who are able to ensure the best outcome for all stakeholders involved. Their specific areas of expertise include liquidations, receiverships, voluntary administrations,

creditors' compromises as well as restructures and turnaround management.

Principal Damien Grant and General Manager Steven Khov have each been involved in more than 200 insolvencies and are members of INSOL New Zealand. Damien brings his commercial experience to the table, while Steven has been involved in insolvency work since graduation from Auckland University.

Together with their team at Waterstone, they have the ability to undertake assignments where businesses face financial difficulty and determine the best possible outcome while

applying a commercial focus to the situation.

Waterstone also offers effective debt recovery offering a cost-effective, comprehensive suite of debt collection services to improve business' cash flow. Their results come through persistent debtor contact and their ability to customise debt collection tactics to the situation of the debtor and the needs of our clients.

Find out more at www.waterstone.co.nz or call 0800 CLOSED (0800 256 733)

The CEO Breakfast with Graeme Avery was proudly sponsored by Waterstone.

Get in contact

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

Editor of FYI: Ellie van Baaren, 021 774 831
General Manager: Janine Brinsdon, 09 968 2222, 021 212 4942

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Mark Hawthorne has been in New Zealand for five years now and he reckons he's becoming a Kiwi. "I'm starting to find Australians annoying and I'll be going for the All Blacks at the World Cup." Before you gasp too loudly, it's not entirely patriotism driving this change of colours, it turns out that when the All Blacks win sales at McDonald's go up. "I guess I've got more ketchup in my blood than patriotism."

As General Manager for the New Zealand market Hawthorne knows the business very well, he's had experience in many of its departments since he started flipping burgers on his 15th birthday. He worked for seven years in the restaurants as he got his accounting degree and qualified



CEO Breakfast with Mark Hawthorne

as a chartered accountant. He left the fold to work for Ernst & Young, but missed McDonald's terribly. He returned to the family and moved to New Zealand in 2006 at just 34 years of age.

"Exposure in a lot of different areas of the business is quite critical coming into a general management role," Hawthorne says. "When you're working in the restaurant all you want to do is get to head office, but once you're in the office all you want to do is get back into the restaurants. Going into the restaurants and touching the front line, that's what inspires me. McDonald's worldwide see Australia, New Zealand, France and the UK as the forward thinking markets. The US has the highest penetration, but the turnover is lower."

The global brand has been in New Zealand for the past 35 years and recently launched a book about its local history, especially the changes that have taken place over the past five years. Hawthorne says one of the biggest punts he has taken as GM is with the image of the restaurants themselves. The costs were about \$1 million per restaurant, but when you're starting to serve \$8 burgers you can't look like a \$1 diner. It seems to have paid off; the recently released Angus burgers have done better here than they have over in the US.

Hawthorne is well aware that McDonald's as a brand isn't everyone's cup of tea. "It's a polarising brand," he says. "You either love it or you hate it, but that's partly what I love about it. We get targeted because we're number one." He also points out that the reason he was appointed to his role at just 34 shows the company is willing

to give their employees a go, no matter what their age.

He says it was definitely a challenge being an Aussie put in charge of the New Zealand market, but during his five years at the top the company has added 55 per cent in sales, and that was through a global financial crisis.

Another challenge – "in a good way" – has been dealing with the franchisees. Around 80 per cent of the McDonald's restaurants in New Zealand are franchised, whereas it's about 75 per cent in the US and 70 per cent in Australia. The aim is to raise that percentage even further. "The success of the business is their whole world, so the franchisees are also our biggest competitive advantage. We need to continue consulting with them to make it better and better."

February's devastating earthquake in Christchurch closed down 14 of their 16 stores there for up to a week. Four are still closed, but the ones who were able to stay open tripled their usual trade. Hawthorne says the biggest issue was accessing water and waste water services and they've found the stores in town three to four hours drive from Christchurch towns were also doing bumper business due to the increase in their populations.

Going forward he sees confidence as the biggest challenge for New Zealand businesses. "There is a big link between confidence and total spending and I think that will be very hard to manage. The disposable income of Kiwis is under pressure."

Date: June 14, 2011

Time: 7am-8.30am

Venue: North Shore Golf Club

Free to NHBA members.

To RSVP email admin@nhba.org.nz or call 09 968 2222

*This event
is proudly
sponsored by
BNZ Partners*



BNZ Partners offers a fresh approach to business banking encompassing teams of partners and specialists, based locally and empowered to make decisions quickly so clients can get on with business. Clients have access to a nationwide network of Business Centres and can also benefit from attending one of the BNZ business seminars. The first local seminar is being held on the 16th June 2011 with the theme of "Customer Service and generating Loyalty and Engagement" with an Icehouse Growth Programme on the June 30, which focuses on strategic planning.

Please refer to www.bnz.co.nz for details regarding banking or the seminar programmes.

What's it all about?

The North Harbour Business Association originally grew from a desire to provide a voice for local businesses and lower crime rates. Now it is representing one of Auckland's fastest growing commercial areas.

In the beginning it was the Albany Basin Business Association, an organisation formed in 2002/3 to represent the interests of the businesses in the North Harbour industrial estate. The main driving forces behind the association's formation were crime prevention and transport issues, which had an impact on local businesses.

In 2008 the ABA was successful in its bid to become a Business Improvement District under the North Shore City guidelines and changed its name to North Harbour Business Association in 2009.

The NHBA is managed by an executive comprising elected North Harbour business people, Warren Kitchin is the incoming Chairman.

WHAT IS A BID?

BIDs have been used internationally to promote local development since the first one started in Toronto in 1970. They are now established in several countries around the world including the US, Canada, South Africa, Jamaica, Serbia, Albania, Germany, South Africa, and the United Kingdom.

They are based on a partnership between local government, the businesses community and other stakeholders and in Auckland they have four main objectives: business creation and development; increased employment and local business investment; an enhanced physical environment; and heritage conservation. It is meant as a long-term programme based on incremental success and local business involvement.

A BID is funded by targeted rates collected from local businesses and builds on the distinctive character of Auckland's commercial districts and business centres – as well as the energy and skills of the people who have businesses there.

WHAT AREA DOES THE NHBA COVER?

The North Harbour BID area is generally bounded by Rosedale Road to the north, State Highway 1 to the east, Upper Harbour Highway to the south and Albany Highway to the west. It contains some 1300 businesses, employing more than 13,000 people.

WHAT DOES THE NHBA DO?

Under an umbrella mission statement of "Empowering Better Business" the NHBA represents the interests of businesses in

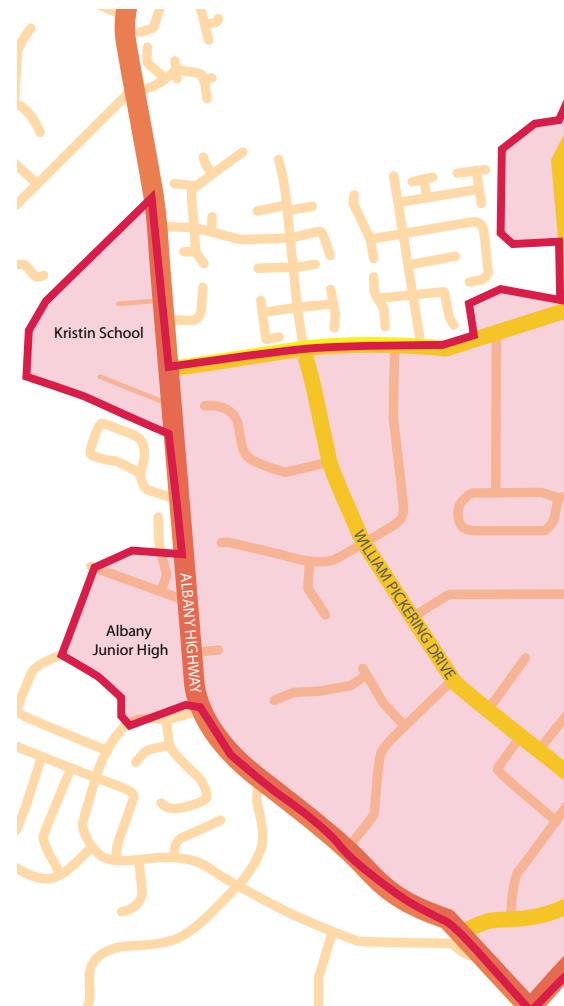
the North Harbour industrial area by encouraging business and employment growth through initiatives such as crime prevention, transport management, expos and seminars, training and networking events. To do that, they work closely with Auckland Council and government agencies, advocating for infrastructural improvements such as security and safety, transport, technology, utilities and street signage.

Crime: Since the NHBA started (and ABBA before that) the number of commercial burglaries in the North Harbour estate has dropped to one of the lowest in the country. This has resulted in the ability for businesses in the local area to negotiate the lowest burglary insurance rates in the country. Security patrols and the BIZWatch security alert system have played a major role in this. The organisation's commitment to crime prevention is also evident in the current pilot project with the Ministry of Justice that supplies a dedicated crime prevention specialist for the area. This role allows for visits to businesses of all sizes to speak about crime prevention, staff safety and to carry out an external or internal CPTED (Crime Prevention through Environmental Design) survey of the premises.

Transport: More than 75 per cent of North Harbour businesses identify transport as their biggest concern, so it also a major focus for the NHBA. Working closely with Auckland Transport, the NHBA has put in place a number of initiatives to help local businesses, and the people who work in them.

These include:

- CarpoolNow: A free carpool matching service that launched in November 2010;
- Trafficcheck: Six cameras strategically placed in the business area with live feeds so that you can check what the traffic is like before you leave the house or office;
- Tools and resources to educate businesses on how to use public transport to get to North Harbour;
- Representing the views of local businesses – gained through ongoing discussions and business surveys – to the appropriate bodies such as Auckland Transport and public transport operators.



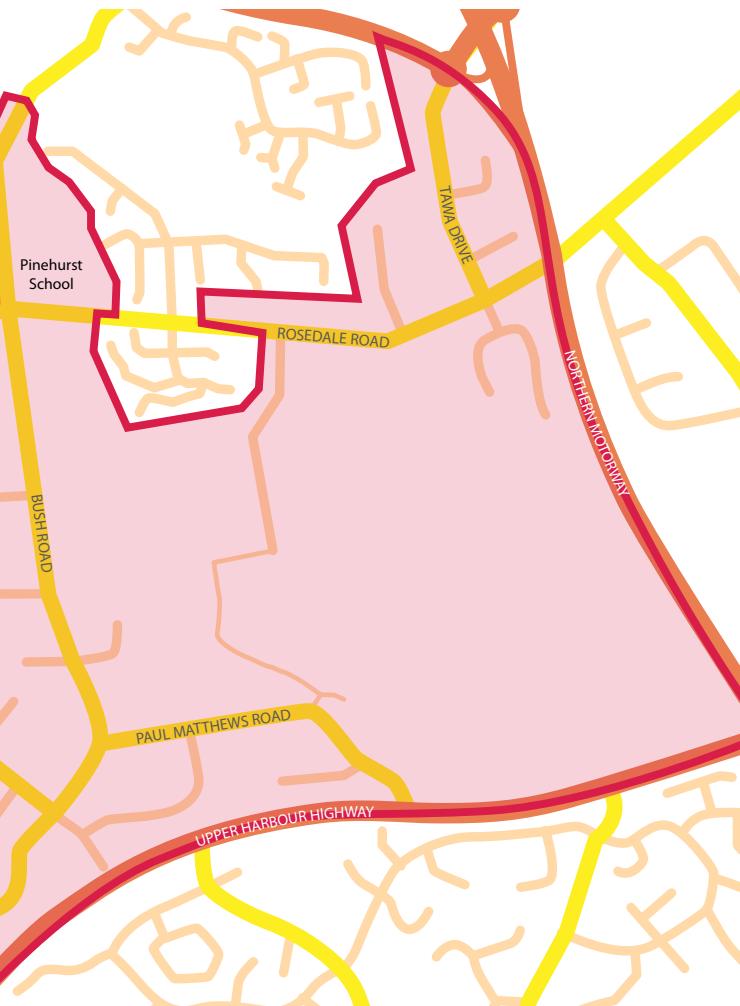
Events: The NHBA holds a range of events to promote networking and the improvement of relationships between businesses in the local area. These include regular CEO breakfasts where members can listen to a keynote speaker of the calibre of Steve Maharey and Paul Reynolds, plus After 5 events where members can network while also learning about a local business' products and services. All of these events are free for members and associate members. It's also worth noting that the Prime Minister has spoken at the previous two AGMs.

HOW DO I BECOME A MEMBER?

Membership is free to all businesses in the NHBA's coverage area. All you have to do is sign a registration form. Businesses in the adjacent areas also have the opportunity to become Associate Members.

All members receive a number of benefits including:

- Bi-monthly magazine *FYI* circulated to more than 2000 business leaders;
- Regular email updates, *FYI Online*, containing topical information;
- Free enhanced listing in the website directory;
- Free attendance at business improvement training seminars;



- Free attendance at networking events including CEO Breakfast;
- Coverage by the dedicated security patrol;
- Access to the BIZWatch security alert system;
- Access to advertising rights (profiles) in the bi-monthly newsletter;
- Entitlement to attend and vote at Association AGM and Special Meeting (not applicable to Associate Members)

WHO DO I TALK TO?

For day to day enquiries you can ring 968 2222 or contact one of the following three people:

- Janine Brinsdon, General Manager, 021 212 4942, janine.brinsdon@nhba.org.nz
- David Wright, Crime Prevention Specialist, 021 560 287, david.wright@nhba.org.nz
- Sue Kohn-Taylor, Project Manager – Transport, 021 950 524 traffic@nhba.org.nz

For more information visit www.nhba.org.nz



Janine Brinsdon



David Wright



Sue Kohn-Taylor

A new beginning

When Graham Boult took over as North Harbour Business Association chairman 15 months ago, it was always intended to be a short-term appointment. But, as he steps aside, he feels the organisation is in good shape.

Graham Boult has lived on the North Shore since the '80s and knew Albany when it was literally green fields and orchards. How things have changed. "Now we are one of the premier business parks in New Zealand, located in an area close to where a lot of people want to live. This is why we have to continue to make this business park better, even more high profile and a highly sought-after area."

Which is why, once he steps down as chairman, he will be staying on as a committee member. "We have built an organisation that is efficient and effective in providing services to business owners in the area at the lowest possible rate."

More specifically he points to the crime prevention pilot scheme currently up and running with the Ministry of Justice, the continued development of an integrated transport plan and the number of well-attended events run for members.

The crime prevention scheme – the first in New Zealand – is particularly appropriate given the industrial park's envably low crime rates, a product of zero tolerance for graffiti, security patrols and cameras. For Boult, this is one of the most beneficial things the NHBA has achieved for business operators. The lowest burglary rates of any industrial park in the country has translated into the ability to negotiate the lowest burglary insurance rates in the country. "In my own business that means that the levy I pay as part of my rates is more than recouped in the reduction in my insurance."

Boult says the biggest challenge for the industrial area will always be transport, especially once work begins on the Albany Highway. Which is why the NHBA has been working closely, firstly with the North Shore City Council and now with Auckland Transport and the Upper Harbour Local Board to ensure better and easier access into and out of the park.

The other challenge he points to for his successor is creating new relationships with the Super City bodies in order to foster more opportunities for the North Harbour area. "The changes that will occur are going to be quite significant with regards to BIDs [Business Improvement Districts]. There are currently 48 BIDs in Auckland and they want to see that increase to 100."

As he hands over the reins to Warren Kitchin, Boult says he wants to show his appreciation to the committee members for all their support, as well as to Janine Brinsdon and her team for their work since she came on board at the end of November. He's now looking forward to supplying the same level of support to the new chairman.





Just the beginning

The NHBA Business Expo made its debut last month at Kristin School, giving dozens of businesses the chance to reach out to other businesses in the area and make valuable new contacts.

There weren't thousands of people stampeding through the doors, but the first NHBA Business Expo was judged a good first step in providing an opportunity for businesses to gain exposure within the local area.

Held at Kristin School in Albany, there had been early support for the concept with almost all the exhibitor stands filled before the day. Advertising in local newspapers and periodicals promoting the event to those who live and work on the North Shore, and the NHBA had also invited other Auckland organisations to give them a taste of what's going on in Albany.

As such, the Expo showed off the wide range of businesses that call North Harbour

home – from international brands such as Sealegs, through to the local business-to-business services such as EmbroidMe and Wine and More. Each was looking to build their profile within the area, get their name out there and, of course, pick up some new business.

This was no Small Business Expo – and that's a good thing. Comments from exhibitors and visitors referred to the fact that bigger events can be overwhelming, and you're unlikely to get everything you planned from it. Smaller exhibitors not only can't afford to take a stand, but they also get swamped by the large numbers of national brands.

Having said that, most exhibitors were

realistic about what to expect in the NHBA Expo's first year. Greg Fritelli from ILG Ltd said he was using the expo to "maintain and enhance our visibility amongst businesses on the North Shore". "We knew we were going to at least pick up business with exhibitors, and at \$300 it's cost effective. We didn't expect 3000 people coming through the doors."

Have your say about driving business success in 2011

Head to www.livelinkconnect.co.nz/tim-ellett/ef2652f31ecf52348d30dbad6d8460ce

Thoughts from exhibitors

DAVID PRESCOTT WINE AND MORE

"We have a consumable product and everybody wants to talk about wine. I know I've picked up some business and made people aware of where I am, so something will come out of it."

MATTHEW KINROSS FASTCOM

"We wanted to reach the small business community and let them know that we're not a fly-by-nighter. We may look corporate but our solutions also work for small businesses."



LEI LI TELSTRACLEAR

"We always like to provide value through local association and create partnerships. Our infrastructure is on the Shore so we can help businesses with better internet performance."



ROBERT SCOTT EMBROIDME

"It will take a year or two to get it up and running but I've had at least three or four connections that are good prospects. It's also up to stall holders to get the word out there."





Visitors weren't the only prospects in the room of course, and when foot traffic was slow, exhibitors had the chance to network amongst themselves, picking up new contacts and learning about local businesses they had not come into contact with before.

Matthew Kinross from Fastcom said the openness amongst the exhibitors was great and that for Fastcom it was a chance to show small businesses that their solutions work on both a global and a local stage, especially since they use local servers.

NHBA Wine Club provider David Prescott from Wine and More presided over a popular stand – he was providing free wine tasting! – and said it was a great opportunity to show his face and build on his reputation for personalised service. "They're always going to see me if they come into the shop so this way they recognise me."

The Expo was also a great opportunity to gather information about how local businesses are dealing with the recession and where they see the market going forward. 3i and The Marketing Therapist teamed up with NHBA to do an online survey of visitors and exhibitors about marketing and the current business environment. An added benefit for The Marketing Therapist's Nichola Bushnell was that it was a great basis for the marketing workshops and half-day strategy sessions that she runs with 3i's Stuart Lowbridge. The results are currently being collated.

Overall, the mood was positive after the Expo, while everyone was aware of the lessons to be learned for next year. Time will be the biggest advantage from now on, with a full year to market, promote and fine-tune the event for 2012 so that it grows into a must-attend annual event on the North Harbour business calendar.

After 5

After official business of the day was over, exhibitors, visitors and guests gathered for some more informal networking over a glass of wine and nibbles. It was a relaxing way to finish a long day and cement some of the relationships that had been started in the exhibition hall.



Planning ahead

In April the new Auckland Council released a discussion document around the creation of the Auckland Plan, a 30-year vision for the Super City based on the Mayor's vision of Auckland as the "world's most liveable city".

It's the first plan of its kind in New Zealand and will deal with infrastructure, population, sustainability, tourism and the role of Auckland within New Zealand. The discussion document sets out the draft ideas and initial proposals for feedback and submissions from the public and important stakeholders, such as NHBA.

It has identified Albany as part of the North Western Opportunity Area, one of the "top spatial priorities for Auckland"; areas that already incorporate several attributes needed to push Auckland forward. The Upper Harbour Local Board reflects this area, linking Albany with Hobsonville, Westgate and Whenuapai.

Albany has been expressly pinpointed for its innovation centre including the information and communication technology, digital and media knowledge industries.

Auckland's population is projected to grow to 2.1 million by 2040 and approximately 330,000 new dwellings will be needed to house these extra people. One of the main discussion points, therefore, focuses on how to create these new dwellings without compromising the liveability of the city.

As a fast-growing urban centre, development is already occurring in the Albany area to create a major centre of medium-to-high density residential development offering various housing styles. It is this type of thinking that will be needed to turn Auckland into the best city in the world in which to live.

The NHBA has made its submission to the Upper Harbour Local Board supporting the UHLB's focus on transport efficiencies, the board in turn will be making a submission of its own to the Auckland Council.

You can find out more about the discussion document or read it in full at www.aucklandcouncil.govt.nz

THE
AUCKLAND
PLAN_



Doing their bit

Promoting the CarpoolNow scheme to their students and staff has had several unforeseen advantages for Te Wananga o Aotearoa.

When the CarpoolNow scheme launched, it offered businesses and organisations in the area the opportunity to change habits and attitudes. Getting people out of their own cars in a city so reliant on them is a big ask, but the enthusiasm for the project since its inception shows that the will is definitely there.

One of the local organisations to embrace the scheme has been Te Wananga o Aotearoa. Made aware of the NHBA's new scheme through Auckland Transport, the college is not only actively promoting carpooling to their students and staff, but also providing incentives to be part of it.

There are now car pool groups within the school, signed up through the CarpoolNow scheme and in turn the college offers a weekly draw of a Pak'N Save voucher and priority on-site parking – a sought after luxury in any part of the city.

ESOL manager Liana Nikora says the carpooling focus has provided an opportunity to make people a little more aware of alternative modes of transport, especially with the price of petrol sitting as it is. Student Im Lye, who takes English language courses at Te Wananga, recently told the *NZ Herald* that he car pools with two classmates five days a week. "I've found it to be a great way to make friends, practise my English and save money. I only pay \$8 a week."

The scheme has been in place since classes started in March and Liana says it is going well. They have found that by using the scheme alongside other travel initiatives at their Albany campus students have had more opportunity to socialise with people they wouldn't normally get the opportunity to spend time with because they are on different programmes or classes. "There is a positive kind of buzz in seeing students arranging walking groups. It's a real positive for the site."

The CarpoolNow scheme is continuing to grow, especially now that businesses are taking it on board.

For more information or to sign up visit www.CarpoolNow.co.nz.



Road to discovery

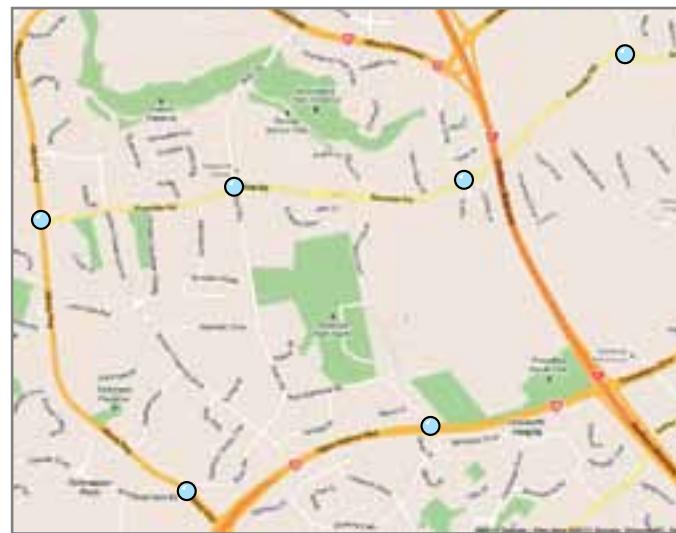
To give anyone considering switching to public transport a helpful nudge in the right direction, over the next few months the NHBA and Auckland Transport will be giving out FREE Discovery Passes as way of trialling public transport.

The Discovery Pass, worth \$30, can be used on virtually every train, bus and ferry in the Auckland region for a 24-hour period (from 5am on the day of purchase until 4.59am the following day). It can get you pretty much wherever you want to go.

To qualify you must be a new user of public transport and the passes can only be used in the last two weeks of each month.

If you would like a free Discovery Pass, email traffic@nhba.org.nz with your contact details and Sue will sort out delivery.

To find out more about the Discovery Pass visit www.maxx.co.nz



Eyes on the road

For the 13,000 people who work in the North Harbour estate getting in and out is an important part of their day. Whether it's purely getting into work and home again, or popping in and out for meetings, what's going on with the traffic on the way can make a big difference. Which is why cameras have been placed at six key entry and exit points to and from the North Harbour estate.

What these traffic cameras see is available at www.northharbourbusiness.org.nz/camera.php and they're operating 24 hours a day, seven days a week. Being aware of when there's an accident or heavy traffic in particular areas can help workers choose when to leave or which route they can take. In general, it can also help with congestion at key roadway intersections during peak periods as more people will avoid areas where traffic is already heavy.

The six cameras have been placed at the following sites

- cnr: Bush Road and Rosedale Road
- cnr: Bush Road and Albany Highway
- cnr: Rosedale Road and Apollo Drive
- cnr: Rosedale Road and Tawa Drive
- cnr: Rosedale Road and Albany Highway
- cnr: Paul Mathews Road and Upper Harbour Highway

Trial for success

Attitudes towards public transport in general are changing as the roads get more congested, petrol goes up in price, and people become more mindful of being green. But part of what holds people back is a lack of knowledge about what the options are and how they can take advantage of them.

Which is why Sue Kohn-Taylor,

NHBA's Project Manager - Transport, has been offering her knowledge to local businesses in the form of short presentations outlining the transport options in the area and where to find more information. These presentations cover the hows, wheres and whens of public transport, carpooling options, free passes for public transport and how to get them and an update of what's happening in the area when it comes to transport.

The presentations are free and can be given to all your staff, as a one-on-one meeting or to small groups. It's up to you.

Have your say

In conjunction with the Auckland Transport, the NHBA are conducting a major survey on transport in the North Harbour business district during mid May. It is critical that you respond so that the NHBA can fully represent the requirements of the North Harbour Business district to Auckland Transport, local boards and Auckland Council. Transport is the single biggest issue affecting our growing business district and remains the NHBA's top priority. Your feedback in this upcoming survey is paramount to us shaping the future of transport in North Harbour. Keep an eye out for more details.

If you want more information about any of these initiatives or you'd like Sue Kohn-Taylor to come to your workplace, you can contact her on 021 950 524 or email traffic@nhba.org.nz



Sign of the times



THE WORD IS OUT

In a crowded industry, Speedy Signs stands out for its global connections, competitive pricing and wide range of services.

Chris Cooke has the best of both worlds – he owns his own business but he's also part of one of the largest sign companies in the world. His Albany franchise of Speedy Signs is one of 22 across New Zealand, which in turn are part of a network of 1000 operations in more than 50 countries.

It's a situation that provides a number of advantages. "It means we have cutting edge technology to call on and tremendous relationships with global suppliers. It gives us buying power and very good rates from local suppliers, which helps keep our prices competitive."

The global network of operators, and the relationship between them, allows Speedy Signs to take on rebrands for companies with multiple locations. In fact they have already done a number of national rebrands for clients with a global head office elsewhere in the world.

Speedy Signs (or Signarama overseas) takes care of all kinds of signage – from small reception signs to large signs on buildings, from vehicle graphics to

tradeshow signage. If it has a graphic element they can do it.

One of Speedy Sign's latest jobs was getting 1.8m high acrylic letters with interior lighting installed eight stories up by guys using abseil equipment. They've also just completely wrapped five trailers

We have cutting edge technology to call on and tremendous relationships with global suppliers.

in digitally printed vinyl for bathroom company Kohler. "It's for a big roadshow, so they'll be travelling the country."

Chris is originally from South Africa, but he and his family have been in Auckland for 10 years. They'd been here for a year and a half when they found the Albany franchise of Speedy Signs up for sale. "It was an appealing business model and there just happened to be one on the Shore that was

up for sale. I was living on the Shore so I like the idea of living and working here."

Even over the period he's been here Chris has seen tremendous development in the North Harbour area. "I've only got 10 years as a frame of reference but others have told me that the whole North Harbour area was pretty much apple orchards originally, and since we started in the business the number of businesses towards Apollo Drive has trebled. It's a wonderfully exciting place to do business."

Chris says the business has more than survived the recession and is seeing good growth on the back of it. He and his wife Tracey are ably supported by a stable team of six, with a combined 60 years' experience in the signage business. He has just employed a new person in sales who, alongside Chris, is looking to grow their client list.

As a result, Cooke and his team are targeting significant growth over the next year. "Standing still is tantamount to going backwards."

Ph 414 5220, www.speedysigns.co.nz



NEWCOMER

Better safe than sorry

The No. 8 wire mentality may be great at promoting inventive thinking, but on a worksite it's not necessarily that helpful. In fact John O'Reilly is glad to see it retreating in favour of a more structured approach to health and safety.

For John O'Reilly, health and safety is more than just a job, it's a calling. It started with a near-fatal accident he suffered while working on the London Underground. Losing an uncle to asbestos and another to an accident, then close calls for both his father and brother convinced him that he needed to know more. Overall, he's now been in the industry for 15 years, eight and a half of those here in New Zealand.

In 2006 he started his own health and safety consultancy, Safety Integrated Solutions Ltd. Providing anything and everything to help businesses get their safety audits up to ISO standard, including peer reviews of current documentation, site-specific safety plans and physically checking the safety within the workplace. The company now has a variety of clients in the construction, hospitality, education and manufacturing industries, including NZ Housing Corporation, Viola, Aspec Construction and Red Beach School.

In fact business has been so good that on April 1 SIS Ltd opened their new offices in Albany and John has hired his first full-time employee as well as two part-timers. He wasn't relaxing at home for Easter weekend, he was working through, and had even managed to convince his wife to come in and help.

Despite being one of a very, very small number of registered New Zealand safety professionals, John says he doesn't dictate to his clients, instead finding out what they need through a free consultation. It also

helps that his rates are about 25 to 30 per cent lower than his competitors. "For me it's about building the business rather than making money first," he says.

Before moving into his office on Douglas Alexander Parade, John was based in his home office near Gulf Harbour – "in the middle of nowhere" – and when choosing a location wanted to be close to the motorways. "Albany's a great location, I have such a wealth of potential clients on my doorstep and being based here I can minimise my time and therefore their costs. It also enables me to keep my eye on one or two of my competitors and what they're doing!"

Albany's a great location. Being based here I can minimise my time and therefore my clients' costs.

John says he always felt an affinity for New Zealand but it was making contact with his wife's estranged father, who had ended up in New Zealand, that led to his first visit. "I was completely sold on the drive from the airport to Orewa. Then, while sitting at the beach, protected from the wind I thought 'if this is winter then that's fine with me'." The couple moved here in 2002.

Since then John has seen some changes. He says traffic has become an absolute nightmare, but health and safety has come forward a lot. "When I first arrived the No.

8 wire mentality was still very strong. Now a lot of companies are taking it seriously. It's about improving profitability, higher staff retention and less stoppages. There is still an attitude shift needed though, a cultural change in the frontline and middle management. My whole goal is to work myself out of a job, to empower employees to do it themselves."

He points to a site he worked on where there was a fatality. The site was shut down for three days, sending 350 workers home. "That's 1050 man days lost, it's a big number. Then when they came back on the job they were all talking about what happened rather than getting on with the work."

Which is why preventing such accidents can make such a difference to the bottom line.

John says his door is always open, and a small enquiry that can be dealt with over the phone will always be free – whether the caller is a client or not. He writes articles that have appeared in print and online – he's just started writing for The Shed magazine – and you may have seen him on the television series The Tool Show. In fact, if you search "The Tool Show" on YouTube you'll find a series of short – and slightly crazy – clips showcasing health and safety tips.

0800 OSHMAN, john@a-safer-nz.com, www.a-safer-nz.com



Preventing opportunist crime

One of the services on offer from David Wright, NHBA's in-house crime prevention specialist is a CPTED survey, something that can not only make your staff feel safer, but could also lead to a reduction in your insurance premiums.

In the early 1960s criminologists became interested in identifying the environmental characteristics associated with crime. The theory was that the physical design of a particular space, weapon availability, the number of people in the space the purpose for being there all had an effect on the incidence of crime and the fear of it happening.

Then in 1971 C Ray Jeffrey coined the phrase "Crime Prevention Through Environmental Design" or CPTED for short. The approach was based on the theory that the "proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime and an improvement in the quality of life".

In other words, it focuses on reducing the opportunities for criminal acts and promoting positive social behaviour, rather than on the people who commit crimes. It's focusing on what you can do rather than things you have no control over.

It's about more than alarms, security cameras and locking up at night, it also takes into consideration the building itself and the area it's situated in, procedures, staff training, staff safety and work habits. A CPTED survey looks at all of these areas

and determines where there is room for improvement. David Wright, NHBA's Crime Prevention Specialist says the surveys he's done lately have mostly identified a growing interest in staff and personal safety.

"It's a legal responsibility for all businesses to provide their staff with a safe and secure working environment. That doesn't simply mean taking steps to prevent your staff members' bags being stolen at work. It's about looking out for your staff members' safety and wellbeing, including looking for signs of family violence at home."

David has already done several seminars for local businesses on personal safety and says: "While the training itself is important, the mere fact it's taking place is also a way of reassuring staff that their employers care for their wellbeing and are taking steps to reduce the opportunity of them being the victims of crime. This should lead to better performance at work, less sickness and a motivated workforce. It's all about rewarding, retaining and recruiting staff."

The seminar can be 10 minutes or two

It's about looking out for your staff members' safety and wellbeing, including looking for signs of family violence.

hours, it's up to the business and what their needs are. Once the call is placed to David, he'll come out to the business premises in order to assess their needs and from there the shape of the seminar depends on what the employer wants to focus on and how they want it to be presented.

Best of all, the survey and seminar are both free as part of the NHBA membership. David's own role is funded by the Ministry of Justice.

For businesses who have signed up for a CPTED survey David is also developing a Toolkit to take away. This collection of information and advice will be based on the results of the CPTED survey and tailored to the business. It will include crime prevention advice, local information, useful contact numbers, information on trespassers, and Police and Ministry of Justice pamphlets. Again, this will be free as part of the NHBA membership.

6.7%

Police Minister Judith Collins announced on April 1 that the rate of recorded crimes in New Zealand had dropped 5.6 per cent, or 6.7 per cent when adjusted for the increase in New Zealand's population. Auckland's police districts saw the biggest drops. She attributed the new rates to having 1000 extra police on the streets and community crime prevention.

Taking the lead

A responsible employer has a duty to look after its staff and that includes their personal safety. While that doesn't mean wrapping them in bubblewrap, it does mean giving them the information and tools to look after themselves in and around the workplace – and that includes personal safety.

A good real estate agent doesn't spend a lot of time in their office, which can be great for variety, but it also puts them in some situations where they can be vulnerable – evening open homes, meeting with strangers at their homes, or on other premises, and spending a lot of time in their cars.

Which is why Bayleys felt it prudent to provide their agents in the greater North Shore area with some common sense guidelines for personal safety. NHBA's Crime Prevention specialist David Wright gave a presentation to around 40 agents from their Albany, Mairangi Bay and Takapuna offices at their monthly combined sales meeting on April 12 at the Takapuna Boat Club.

Albany branch manager Sheryl Campbell says the presentation was informative and well received by staff. She also says she has seen various salespeople already implementing some of the suggestions made for personal safety. "We run a values-based company so the safety of our people is most important to us. David's style of presentation, while of a serious nature, was complemented by his use of humour and personable manner."

David has also done similar personal safety seminars to staff and students at College of Camille and is looking to do more.

If you would like a personal safety or crime prevention seminar for your staff, contact David on 968 2222 or 021 560 287.

Common sense

David Wright works to the motto "a pinch of prevention is worth a pound of cure", and much of it is such common sense that it's easy to overlook. Here are his top tips.

CREATE GOOD HABITS

Set a procedure for securing the premises at night plus for opening up in the morning to ensure that nothing is forgotten and it's easier to see if something is amiss.

BE INQUISITIVE.

Create a culture where employees are inquisitive about people in the building who they don't recognise. Have a signing in register.

AWARENESS

- Be aware of your personal safety, especially when working alone or late in the evening.

- Avoid taking shortcuts and keep in well lit areas
- Move your car close to the entrance during daylight hours
- Approach your vehicle with your keys in your hand
- Tell someone that you're working late and let them know when you leave and when you expect to be home
- Keep your car doors locked, especially when stationary, and never keep valuable items such as handbags or laptops on passenger seat.
- Never go anywhere with anyone or get into a car with anyone you don't know.
- Establish robust procedures within the workplace in terms of workplace theft, internet and data protection.



And ... cut

Blimey and you might have missed it, but that was indeed NHBA's own David Wright on the TV3 news in April. The news team were looking to do a story on Police Minister Judith Collins's comments that some of recent drop in crime statistics had been due to community crime prevention. They saw the article in *FYI* and the *North Shore Times* introducing David in the role of Crime Prevention Specialist and, voila, 15 minutes of national fame. Well, actually more like 1 or 2 minutes. As things go in television, 15 minutes of footage was cut down to a short soundbyte and pictures of David walking through Actionmail. I guess that means he still has about 13 minutes left!

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





Skill set

From beauty to the military, veterinary studies to physical fitness, North Harbour is a location of choice for institutions that are actively participating in raising the skill levels of the next generation of employees.

In his address to the CEO's breakfast in April, Graeme Avery pointed out that while knowledge is everywhere at the moment, practical experience isn't. And that's what's required to really take New Zealand businesses forward. It seems the North Harbour area has already caught onto that, playing host to a large number and wide variety of colleges teaching their students specific skills.

The International College of Camille has been offering beauty therapy courses since 1984 and opened its Albany campus in 2008 because they felt it was time to offer students north of the bridge the chance to study in their own backyard. Denise Grace says the major advantage of having an Albany campus is that it's a peaceful area and yet only five minutes' drive from the major shopping areas. They can provide plenty of parking and it has easy access to the motorway.

"We believe North Harbour is quite a community of education and skill providers as it is an industry-based community, therefore giving graduates the opportunity of securing local jobs," she says, pointing out that North Harbour is a growing area that has seen many changes over recent years. "North Harbour stadium offers quality sporting and entertainment events, which in turn brings a good community spirit to the area. This

is also highlighted by the many cafés and restaurants frequented by both locals and businesspeople."

The college is looking towards growth in many areas over the next 12 months, including offering Gateway and Star programmes to the local schools to give students to take taster courses. They

will also begin offering post graduate, internationally-qualified block courses a number of areas.

Vet Nurse Plus, a boutique training facility for veterinary nurses, was originally on the Shore in 2009 but had to close due to leasing issues in 2010. However, they have now reopened in response to high

We believe North Harbour is quite a community of education and skill providers.

levels of interest from potential students and the availability of suitable premises. The reward for them has been capacity numbers already enrolled for 2011. They believe their location has been contributing factor in that.

The privately owned school takes only 16 students a year for its one-year, full-time



News flash

New Sealegs CEO

Mark Broadley has been appointed as the new chief executive for the Albany-based amphibious boat manufacturer Sealegs. His background is in investment banking and the private equity industry, having previously worked for UBS, HSBC and NM Rothschild & Sons. Mark replaced David McKee who stepped down earlier this year.

More buses

The Northern Express service has been so popular that more buses will now run during peak times and the night time runs have been extended. Buses will now leave Albany station every five minutes between 6.30am and 9.30am from May 2, and from Britomart every five minutes between 3pm and 6.30pm. Additional services will operate at peak times and the Friday and Saturday nighttime bus schedules have been extended.

Boxing for Christchurch

Albany councillor Michael Goudie is strapping on a pair of boxing gloves and risking turning up to the council meeting with a couple of shinners when he takes to the ring in a charity match. Michael will fight DJ Michael "Elmo" Sawyer, who has a win and a loss under his belt, at the Last Man Standing tournament on May 7. He hopes to raise \$20,000 through donations and sponsorship. Anyone looking to donate can text LMS to 4911 to automatically donate \$3 to the Red Cross.

NZQA-approved course and places a strong emphasis on a balance between practical and theory. Students spend three days a week in the classroom and two days a week in a veterinary clinic.

Apart from the availability of premises, Bernard Rogatski from Vet Nurse Plus Ltd, says the fact that there is a strong feeling of community and a young multi-cultural population who enjoy the environment were both reasons for reopening in North Harbour were both reasons to return. Plus the increase in housing and consumer facilities shows there's a strong population growth.

Rowena Szeszeran-McEvoy from Max International College for Fitness Professionals agrees. The school has been in North Harbour for seven years and has seen it get bigger and busier, plus attracting more business – all signs of a successful area.

"We only put our colleges in professional areas, with easy access to main roads and services and in places our students will be proud to travel to and from plus will feel safe, comfortable and

successful coming to and from. North Harbour has a reputation as the best part of Auckland, there is great shopping and it's a clean, organised, well-maintained professional area."

The institution is the only place in the world where you can graduate with a Double Diploma in Business (Specialised Fitness) and they have a limited enrolment of 140 students a year in each college (there is another campus in Australia). They only train their graduates to be fitness business owners, managers and leaders of the industry.

These are just three of a wide range of education providers calling North Harbour home, but their reasons are similar to those quoted by business owners – continued growth in the area, access to motorways and a real sense of community. All aspects that will no doubt continue to attract quality educational organisations in the future.

www.collegeofcamille.co.nz
www.vetnurseplus.co.nz
www.maxfitnesscollege.com

By association

While NHBA membership is open to all businesses in our catchment area, there is also the opportunity for businesses in the surrounding parts of Albany – such as Triton Drive, Constellation Drive and Apollo Drive – to join as Associate Members and take advantage of the benefits on offer. We have had a several recent additions to this list including ...

PETPLAN

After 30 years in the UK, this range of insurance products for pets is now available in New Zealand. Giving peace of mind to pet owners who want the best care for their animals, these plans help people pay for those unexpected vet bills.

Phone 0800 255 426. Visit www.petplan.co.nz



DRIVING MISS DAISY

This franchised business started in Canada and was launched in New Zealand in 2008. It offers driving services to senior citizens, people who don't drive, parents who need their children picked up or dropped off at school and organisations that need to deliver people to and from appointments. The Glenfield/Albany franchise is owned by Noeleen Esterhuyzen and Leigh-Ann Mays, two South Africans who have been in New Zealand for seven years.

Phone 442 4332. Visit www.drivingmissdaisy.co.nz



ALBANY TOYOTA

This dealership is family owned and operated and spans over three sites in the Albany Village. Offering a complete range of new passenger and commercial vehicles plus a wide range of signature, SBT and used vehicles, Albany Toyota is proud of its fast and friendly service. There is also an on-site parts and service centre. Aware that working within the community makes a difference, Albany Toyota supports local organisations that do just that.

Phone 415 7980. Visit www.albany-toyota.co.nz



TELSTRACLEAR

This well known voice and data company has a strong customer focus, recognising that people have a choice so they have to offer services that people want. With the best IP network in New Zealand, TelstraClear offer the market's best trans-Tasman services and have a superb triple-play offer of voice, internet and digital TV services. Their offices at Smales Farm but they have the backing of, and are wholly owned by Telstra Corporation Ltd, Australia's largest telecommunications company.

Phone 0800 555 500. Visit www.telstraclear.co.nz

ACCOUNTABILITYNET

This accounting and taxation specialist firm provides flair, innovation and a positive attitude to any business as well as an eye for detail and expert advice. Founded by Michael McCook in 1996, AccountabilityNet specialises in small business accounting, tax, and business advice. They employ four senior accountants, junior accountants and a customer relations manager and are based on Constellation Drive. Their friendly service, lower costs, after hours appointments and quick turnaround are just some of the attributes that keep their clients coming back.

Phone 477 2401. Visit www.accountabilitynet.co.nz



Find out more about what you get as an associate member at www.nhba.org.nz or contact Janine Brinsdon on 968 2222 or 021 242 4942

NHBA WINE CLUB

Save \$108 on a mixed case

Each of these wines was available for tasting at the NHBA Business Expo and they went down a treat. Here's your chance to enjoy them at a heavily reduced price thanks to David Prescott at Wine and More in Albany.

**Case RRP \$291 NHBA Wine Club offer \$182.97
West Brook Waimauku Estate Chardonnay 2008**

RRP \$30.00 NHBA Wine Club offer \$19.99

Highly Recommended by Cuisine and 4 Gold Medals. The Waimauku Estate clay soils have produced this elegant wine with entrancing aromas of ripe summer stone fruits, lemon blossom, brioche and toasted almonds. The palate, with its engaging entry, reveals layers of clove, vanilla, hints of nutmeg and tamarind, sustained with a fine lingering mineral and citrus finish.

Bay View Family Reserve Sauvignon Blanc 2009

RRP \$20.00 NHBA Wine Club offer \$10.50

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.

Step x Step South Australian Shiraz 2008

RRP \$21.00 NHBA Wine Club offer \$13.00

The nose is heady with loads of superb rich chocolate and savoury notes. The palate is defined with rich flavours and great mouth feel, then progresses from chocolate, plums, spice and toasty oak to an elegant tannic finish that lingers for minutes

Heredad del Baron Yecla Tinto Cosecha 2009 (Spanish)

RRP \$17.00 NHBA Wine Club offer \$12.50

A wine of bright cherry colour, with a nose dominated by ripe red berries. The palate is quite intense, again dominated by red berry characters but with hints of liquorice and chocolate. Firm ripe tannins typical of the variety give balance and structure.

Head online: www.northharbourbusiness.org.nz/membership.php?pa=detail&content_id=234, www.wineandmore.co.nz/shop/mixed-cases/nhba-wine-club-save10800.

Or pop in to Wine and More at 3/49 William Pickering Drive, Albany.



CONTACT US

PO Box 303 126, North Harbour 0752 | **Mobile:** 021 212 4942 | **Phone:** (09) 968 2222

Email: gm@nhba.org.nz | **Web:** www.nhba.org.nz