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Food Banks

Michael Hawkins

BLUM NZ profiled

Peninsula Medical Centre

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In This Issue

4 FROM OUR PERSPECTIVE

- 4 RBA CEO, Mike Gibson
- 6 RBA Chair, Bernard McCrea

7 ROSEBANK ADVOCATES

8 REDUCTION, REUSE, RECYCLING AND RECOVERY IN ROSEBANK

- 8 Urban Composting
- 10 Unsung Heroes
- 11 Peninsula Medical Centre: Serving the community in a time of great need
- 12 Blum: The global company, doing it their way in Rosebank
- 16 Waste not, want not
- 17 Kim's Corner
- 18 RBA Member Profiles

20 BUSINESS NUTS & BOLTS

- 20 Analytics in a crisis: When you need it most
- 21 Resetting your businesses in a post-lockdown world
- 22 Adapting your website terms and conditions for COVID-19 level 3, level 2 and beyond.



Cover: Blum New Zealand's Managing Director, Michael Hawkins.

With thanks to our partners ...



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The Rosebank Roundabout is published by the Rosebank Business Association Inc. Copies are distributed free to approximately 1200+ businesses and in the Rosebank and other West Auckland districts. Editorial included in this publication reflects the opinions of the contributing authors and does not necessarily represent the views of the RBA.

From Our Perspective

RBA CEO **Mike Gibson** gives his perspective on what's happening in Rosebank



In a New World, New Thinking is required

Mike Gibson,
RBA CEO

During and post Covid 19 it has become obvious that a plethora of information is being exchanged on items such as operational aspects and outcomes of **“what’s working and what’s not”** post Covid 19 for many local businesses. The RBA is posting Video interviews with Rosebank Business Leaders on our RBA website www.rosebankbusiness.co.nz

In addition to this I have been fortuitous to enjoy a really informative written article from Sir Roger Douglas and Professor

Robert MacCulloch titled **‘In a New World, New Thinking is required’** and to follow is their **Executive summary**. Take your time to digest it, it’s well worthwhile and if it gives you indigestion read it again, it’s that good.

The Covid-19 outbreak has not only precipitated a health emergency, but also an economic crisis, **unparalleled in modern history**. For New Zealand to emerge from that crisis in a relatively healthy state, the **Labour government will need** to provide a clear framework for **recovery, implementing policies** which clearly prioritize those most affected by the societal and economic lockdown necessitated by the outbreak. To date, such prioritization has been lacking, with the **Wage Subsidy Scheme** unfairly advantaging **big business** and the professional elite, at the cost of money and resources which could have been better directed towards assisting the **newly unemployed** - namely, workers, their families, and **small business owners**.

Ultimately, poor targeted support in the form of **helicopter payments, wage subsidies, or broad-based tax cuts** (such as a moratorium on GST) is wasteful and will only serve to entrench inequalities that existed prior to the pandemic. Equally, the **time and costs** inherent in planning **large-scale new infrastructure projects** - and the fact that they offer little practical help to the **majority of workers** who require help now - means that they **should not** be regarded as a panacea, aiding economic recovery.

Instead, clear innovative policies, which not only prioritize those most in need, but which also lay groundwork for further social and economic reform in the **medium to long term**, are required. For workers and their families, support can be offered via the mechanism of **special risk accounts**, tailored to meet their individual needs. For **small business**, help can be provided by facilitating conversations between **businesses, landlords, and banks**, as well as providing - upon the provision of an approved **business plan** - forgivable government loans.

Finally, to help manage the recovery, and ensure our younger generations are not **saddled with debt**, the government must also identify, and **eliminate, unnecessary spending, privilege and waste**. It can find an **extra \$15 billion per annum** by doing so, contributing to the recovery in the short term, and - more generally - to implementing wider **scale reform** once the immediate crisis has been put behind it.

Summary: This is the condensed Executive summary from a think tank of highly skilled economy-based critics from both corners of our political society. If you wish to read more please don’t hesitate to send me a note to gibo@rosebankbusiness.co.nz and I will email you the complete document.

Best wishes for a safe recovery,

**Mike Gibson, Chief Executive
Rosebank Business Association.**

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From Our Perspective

RBA Chairman **Bernie McCrea** gives his perspective on things that he has been thinking about

So, what now?

Bernard McCrea
RBA Chairman

As is often quoted by Warren Buffett, the legendary US investor - it is when the tide is out is when you see who's naked. This is really about who has not covered their investment positions, but the same applies in business - that it's now when you can see who's stretched.

Of course, it's all hindsight and there's a queue of people telling you what you should've covered. All I can say is that we are not born with hindsight and we've got to keep moving forward.

Personally, I am lucky that we have a four month old grandson living with us. It has been a blessing to see him learn new things and what you forget are there's lots of 'little moments' of growth. For example, he had solids a few weeks ago, now he's eating three meals a day. Then there's the small steps in the walker into now a crazy driver who until a few days ago could only go forwards and backwards. Now he's figured out how to

shift his body weight and can go around things.

The same applies in business as it's the 'little moments' that build momentum. Start by recording all your results/actions so you can measure where you are at. If you didn't do this before then start with baby-steps and use your main numbers. It is a daily reconciliation of all the sales and orders and know your bank balance intimately. If you're in a position that allows you to pay your bills on time then do so. Your clients will remember this.

If there are issues, then front foot them as they'll be in a similar position to you and I'm sure will have some sympathy. Nothing worse than not hearing there's a problem until it's too late.

As I've said before the Government has done the correct thing and borrowed more to keep the economy pumped up. They will get chances down the road to fix it but if you don't invest now you will do irreparable damage. Their trick will be to turn off the money train and keep the economy going otherwise you'll risk a double dip recession.

Listen to your people as they've got lots of smart ideas. Give them problems to

solve as there's no mandate on the bright ideas department.

Always feel free to share a story as its these moments that make us **'stronger-together'**.

Regards Bernie.



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Dr Grant Hewison

ATEED refocusing in the 'new normal'

Nick Hill (CEO, ATEED) made a presentation to the Auckland Council Emergency Committee on 21 May 2020 on the role of ATEED – in the 'new normal' of COVID-19 Level 2.

He highlighted that although his presentation focused on immediate issues rather than the medium term, ATEED was very pessimistic about the projected state of the economy over the next

6 to 18 months. The first slide of his presentation quoted Grant Robertson that this was: "A one in one hundred year threat to the wellbeing of our people, our communities and our economy." While the wage subsidy and other government measures were softening the immediate impact, ATEED believed there would be severe economic impacts to come. The Auckland economy was contracting and the recovery would not be a 'V', but at best a 'U'.

He was clear that opening the borders with Australia will be critical to recovery. ATEED is no longer able to access funding from the accommodation provider targeted rate (APTR) as that has been cut back by the Council. He noted that central government was stepping in to try and drive domestic tourism.

In terms of responding to small business, he said that ATEED is reaching out to them through the NZTE Regional Business Partner Network (RBPN) with funding being increased. 2700+ businesses were registered with ATEED for support via the RBPN. ATEED had ramped up its work in this area and was working with the EMA call centre to get businesses the advice they needed. There had been \$2.6M in value with 1282 vouchers issued for government-funded expert business advice.

A further, 1200+ businesses had completed the ATEED surveys about what support they needed, 594 had used ATEED's free web tool to learn how to boost their online presence, 15,000+ had viewed ATEED supported webinars and 12 had completed XLabs, creating new circular opportunities for economic and environmental outcomes.

In the tourism sector, the 'Go With Tourism' programme was looking at how to assist people being made redundant in the

tourism sector to find alternative employment. There had been 2000 requests for assistance. This had become a national programme (MBIE) and Australia was looking to licence it. He noted that the film industry was getting back on its feet and there was a strong international interest because NZ was COVID free. The ATEED 'Papatuanuku is Breathing' video had been very successful with 1 million plus views, and likely resulted in Auckland being the number one location people said they wished to come to. NBL had re-located its games to Auckland and other codes were considering doing the same.

There was ongoing advocacy to attract government money to Auckland and ensure government policy-making understood specific Auckland issues and its economy. He noted that Auckland as a region had suffered more in the GFC than elsewhere in New Zealand. The Auckland Pacific Skills Shift programme (\$22M) was underway, with ATEED having 1/3 of the spend over three years. It would be focused on generic skills rather than industry specific skills. There would be some construction sector redeployment to the 'shovel-ready' projects and as migrant labour would not be available, this may open up opportunities for New Zealanders. ATEED was working with the universities on how to establish a "Smart Border" for international students (as this sector was worth \$2.8B each year to Auckland) and was very important to the CBD. He emphasised the importance of re-positioning the value of international education.



Nick Hill
(CEO, ATEED)

ATEED was working on a campaign to support businesses across Auckland. In particular, ATEED was encouraging Aucklanders to visit other parts of the Auckland region. ATEED was also working with Tourism NZ on a domestic marketing campaign.

Nick Hill emphasised that the cut to the APTR funding had reduced ATEED's budget by 25% across the board, but that ATEED wanted to work with the Council group to assist Auckland's recovery.

In response, the Mayor noted he was working with ATEED, the University of Auckland and the Education Minister to trial a quarantine programme to ensure high value international students (eg medical students) could return quickly to University.

Nick Hill's presentation can be viewed on-line at:

<https://councillive.aucklandcouncil.govt.nz/video/21052020-emergency-committee-items-8-9>

Reduction, Reuse, Recycling and Recovery in Rosebank

Urban Composting

In the usual climate change conversations, regenerative agriculture is being brought up at an increasing rate - and there is a good reason for that. It is acknowledged to be a key player in carbon sequestration and gives real optimism in our ability to reverse environmental degradation and resolve climate destabilisation.

So what is regenerative agriculture? In essence, it is almost the opposite of our typical conventional agricultural models: instead of destroying and removing top soil, it is enhanced and built up; instead of reducing biodiversity, it is increased; and instead of releasing carbon into the atmosphere, carbon is sequestered into the soil.

Regenerative agriculture looks after the biology of the soil hence practices that are followed promote healthy soil life e.g. polycultures, cover cropping, no or minimal till and crop rotations. While practices that degrade the soil life are discouraged e.g. pesticides, tilling, fallowing and excessive fertiliser use. There is a growing number of farms worldwide that prove to be financially competitive but also have a significant edge over conventional models.

When a farm runs successfully using regenerative principles, nature's ecosystem services are available at virtually no cost e.g. pest resistance, weed resistance, soil water retention and nutrient cycling. While a conventional farm has to pay for many of these eco-system services due to the resultant degradation of soil from poor farming practices.

Studies show that at least 450 billion tonnes of carbon dioxide are required to be removed from the atmosphere to stay below the safe levels identified by UN IPCC. Regenerative agriculture is our best bet at sequestering the excessive carbon dioxide within the required timeframe while also providing many other benefits such as restoring biodiversity and food resiliency.

One of the most effective ways to support the regenerative movement, may you have land or not is to support composting. Through composting, we not only divert food scraps and green



waste from landfills but we also create a key input that allows farmers to kick start a transition to regenerative practices.

A good compost introduces beneficial microorganisms such as fungi and bacteria that are no longer available in many soils due to mismanagement of the land. These microorganisms play a key role in effective carbon sequestration, plant health, soil health and human health. A good compost also contains key nutrients that can substitute synthetic inputs that may harm soil life.

To see regenerative agriculture flourish, compost supply should be plentiful and affordable. This unfortunately is not always the case in New Zealand, with many farmers struggling to get hold of sufficient compost for their farms, preventing them from an efficient transition to regenerative agriculture.

At Urban Composting Limited we recognise the need to support regeneration not only at large agricultural scales, but also at a community level. Through this venture we use food scraps and organic waste from local businesses and residents to create compost for local community gardens to create food security and resiliency.

For more information on how you or your business can be involved in supporting the local regenerative agriculture using your food scraps and organic waste, contact us on our website: www.urbancomposting.co.nz.

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The Unsung Heroes

Daniel Noema is Managing Director of Precise Drainage and Landscapes. His mission, aside from running the business, is a personal one - to support and empower the charitable work of Generation Ignite to reach, impact and support more people in our community. Generation Ignite is all about inspiring change, igniting hope and equipping people for life.

They began the Generation Ignite Foodbank in 2015 as a result of the food insecurity they recognised with their young people and their families within the community who were engaged with Generation Ignite's youth development programmes. Some of the young people we were connecting with were washing windows for cash to buy food for their



family, or worse - resulting in the beginnings of a criminal record, driven by hunger. Food insecurity was something Daniels own family had experienced growing up, and in response he wanted to create a foodbank service that provided nutritious kai for families that made food support as accessible and dignified as possible - no questions asked.

Prior to COVID-19, the Generation Ignite foodbank was hosting two community lunches a week and a weekly food parcel distribution service which was giving out 182 parcels a month, reaching 541 people. Since the beginning of lockdown, they have distributed 835 parcels reaching 4,075 people who come from all across Auckland - with the majority experiencing food insecurity and

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Authorised by Carmel Sepuloni MP, Parliament Buildings, Wellington

accessing their foodbank service for the first time.

Their best experience in supporting Generation Ignite has been seeing the impact that they've been able to have, throughout the past five years but especially over this time of hardship for many. As they operated a contactless drive-thru service throughout the lockdown period they had queues up to 1.5km long, with people waiting in their cars for over two hours for their food parcels - but as they sent them away with packs full of meat, fresh produce, dairy and more - they have known that their efforts and giving has had a real impact at this time. Daniel says, "it's been a great privilege to serve, especially at this time".

The biggest challenge during the Covid 19 outbreak for Daniel's team has actually been around space and storage - throughout lockdown they were able to open up their entire work premises for the food donated throughout the week and pack all the boxes that they distributed, but their freezer space has been at a maximum as they've had pallets of fresh meat donated to them. Also once level 3 arrived and local businesses around them began reopening, they had to take their distribution back to the New Lynn Community Centre (instead of distributing from their work site on Portage Road), so the packing and then transportation of

120-150 (banana-box sized) food parcels was challenging. Finally, they've intentionally kept their volunteer team very small in order to minimise exposure, but this has meant spreading the team pretty thin as they've had to have people at their base almost every day to meet deliveries and to sort food ready for weekly distribution. Daniel declares their core team of six people have been absolutely amazing, - but is grateful that level 2 allows for their wider volunteer team to get involved again!



How can other people get involved?

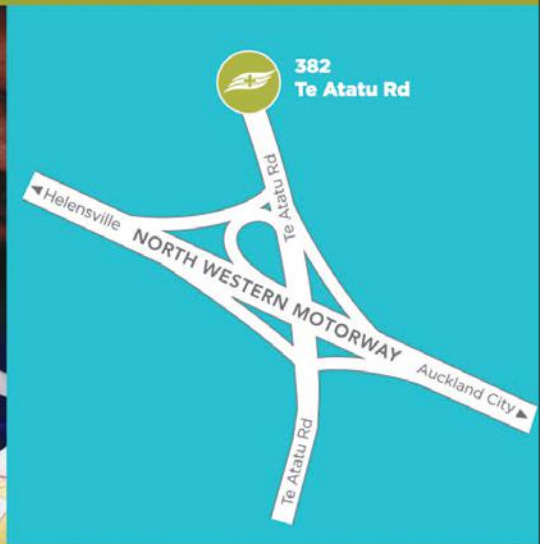
The Generation Ignite Foodbank greatly appreciates non-perishable food donations at this time of high need - these can be delivered to their base at 44a Portage Road, New Lynn. Any financial donations are also massively appreciated as they have expanded their foodbank space and need to purchase additional chest freezers and vehicles for transportation. As a registered charity, all donations are tax deductible (email details to jo@generation-i.co.nz for a receipt). Bank

account details are ANZ Bank, Generation Ignite Trust, 06-0705-0476498-25.

Finally, for those wanting to volunteer with them please contact foodbank@generation-i.co.nz

Come, discover the heart of West Auckland health care

Serving your community in times of need



peninsula medical

Peninsula Medical Centre

382 Te Atatu Rd, Te Atatu Peninsula
peninsulamed.co.nz

Phone 834 6300



Peninsula Medical Centre

PMC Practice Manager
Lesley Going

Serving the community in a time of great need

Peninsula Medical Centre is a family owned General Practice by Dr David Going and Lesley Going. Together they have grown and developed the practice to what it is today; a spacious purpose-built medical facility with onsite parking, which includes a Pharmacy, Laboratory, Dentist, Physiotherapist, Acupuncturist, Audiologist and rooms for visiting medical specialists.

David has been a GP for 37 years on the Te Atatu Peninsula, knowing and serving the West Auckland community. Their health team now includes seven GP's and a highly capable Nursing team supported by strong administration and management. Their friendly staff are reflective of the diverse population that live in West Auckland.

With their warm and caring team, Peninsula Medical Centre provides high quality and skilled life-long family care including, skin checks (including Dermoscopy), ACC consultations, immunisations, insurance medicals, women's health, minor surgery, palliative care, mental health, youth health and more. The Royal College of General Practitioners who audit practices described Peninsula Medical Centre as being in the top echelon of practices in New Zealand.

Not only is Peninsula Medical Centre known for quality of care, they are also renowned for being innovative, and collaborative, being one of five practices in New Zealand to pilot a new model of mental and behavioural health provided in primary care. The model, Te Tumu Waiora, has been so successful that the Government has committed 450 million dollars this year to roll out the model nationally so that patients can access the service for free. The model involves a trained psychologist working with the practice

team providing brief behavioral interventions, encompassing life coaching, providing strategies to manage stress, insomnia, depression, eating disorders, grief counselling and other related mental health issues. The ultimate outcome is for the patient to leave with a strategy to cope with the option to come back if need be.

Operating during the COVID-19 pandemic has demanded significant change. Ensuring General practices were able to be kept infection free and safe, the Ministry of Health made an announcement the weekend prior to lockdown that more than 70% of consultations were to be held remotely via phone consultation or video call. Within a week they achieved 90% of consultations being safely conducted remotely.

With a combination of having credibility within the profession and a purpose-built facility with great car parking, Peninsula Medical Centre was asked to become a COVID-19 Designated Testing Site. "Our team stepped into the space to help protect our community and the people out West by testing for COVID-19. Having a basement car park enabled us to set up a drive-thru system that is sheltered and discreet. The design of our facility means that we can keep a total separation of those needing testing and patients needing to see the GP and come into the clinic."

Peninsula Medical Centre was built for a time like this. With their state-of-the-art facilities that include other medical providers and being superbly organised, along with operating the successful Te Tumu Waiora model, that will help many as they cope with life post-COVID. Peninsula Medical Centre is located just 200 meters from the Te Atatu Motorway off ramp with easy access to other RBA businesses.



Blum New Zealand

The global company, doing it their way in Rosebank

For a small family company that started making horseshoe studs, the growth of Blum has been outstanding.

People often resonate with stories of family companies going global yet still retaining the roots that helped to build them - this is indeed Blum's story. Blum began in 1952 in Austria and today its products are exported into 120 markets worldwide. Now in its third generation of family ownership, the company continues to adapt and grow in an ever-changing market.

New Zealand Managing Director, Michael Hawkins, has been involved with the company for 11 years and has been at the forefront of driving the growth of Blum New Zealand.

"We have a saying within Blum that rings true to the way we run," says Michael. "Think global, act local."

While all the products are made and manufactured in Austria, Michael says Blum New Zealand acts independently from Blum's headquarters for the most part. The New Zealand model focuses on marketing specifically to the end-user; relying on customers to research and see Blum products in action for themselves through digital marketing and social media applications.

"By marketing to the end-user, we have grown our business significantly over the years," Michael explains.

With a background in running a machinery business, specifically with milling machines, the hardware industry was not entirely new to Michael. From the beginning, Michael and his team decided to tackle Blum's marketing with a long-term approach.

"We knew if we continued to put money into areas to grow brand recognition, we would be onto a good thing," says Michael. "We've done this slowly since I began and have built trust, with kitchen makers and customers, in our products over the years."

Unlike other kitchen manufacturing companies, Blum has a unique strength - its small product range. While this may initially sound to be limiting, the opposite is true.

"The beauty of our small product range is we can be extremely flexible with our offerings - adapting easily to customers' needs," says Michael. "Whether your needs are for a small kitchen in a tiny house, or a large family-style kitchen, the range can easily be customised to fit in with different measurements and requirements."

Blum has earned a world-class reputation for its three main products - the soft close drawer systems, the hinge systems and the hinge lift systems.

Blum New Zealand operates as a subsidiary selling directly to the kitchen makers. Michael says this model is unique to Blum New Zealand and it was the first country to use this model which he



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believes has been built through a model of trust.

The company uses two distinct sales channels. The first, using traditional sales reps, keep relationships with kitchen makers and Blum strong. This involves sales reps meeting with kitchen makers and working alongside them for customers kitchen requirements. The second sales channel relies on specific sales reps to work alongside architects and designers.

The model has worked well for Blum and the company is immensely proud of the awards it continues to receive.

Blum receives immense support from the National Kitchen and Bathroom Association (NKBA), and Michael says the awards Blum receives through this organisation is hugely encouraging.

“We have a simple model, where we build relationships with people and find people use our product because they like and trust it. We are proud that we win awards built on this trust as opposed to enticing kitchen designers to use our products through point-type systems.”

The world-class warehouse based on Rosebank Road uses a combination of valued staff and robots to automatically process customers' orders. When a customer places an order online the information is sent through to cranes that automatically place items in front of a worker for easy packaging. The process is highly efficient and means one person is not running back and forth



in the factory to bring individual orders together.

Also based at the Rosebank Road premises is a large showroom where customers can test out a kitchen for themselves.

Marketing Consultant, Sophie Beets, says the true to scale model is a tangible way to get a feel for a new kitchen.

“You can empty the dishwasher, make a coffee and get the chance to understand how the kitchen and storage features work together,” she says.

Looking to the future, Michael is feeling confident. Covid-19 saw a complete shutdown of the company but now back up and running he is feeling optimistic that by weathering the situation ahead, Blum New Zealand will come out by in large in a good position.

“While the technology we use at our company is high tech, none of it would work if it wasn't for the people who work with us,” says Michael.

The team of 43 across New Zealand is highly valued by Blum and the company was fortunate to be able to pay its staff 100% pay throughout the lockdown period.

Rosebank Business Association CEO, Mike Gibson, was happy to persuade Michael to join the RBA board three years ago. He remains a valued board member for the Rosebank Business Association.

Backing your future

Pathways to the Future Trust was established in 2007 as a joint venture of the Rosebank Business Association and the Rotary Club of New Lynn. Its objective is to reward younger employees who show genuine leadership, good attitude and aptitude towards their employment roles.

The Trusts objectives are:

- To encourage pride of workmanship across all industries and vocations.
- To provide employers with the opportunity to recognise employees who display the qualities worthy of recognition and the award.
- To encourage favourable employer/employee relationships and a sense of community pride in individual achievements.

West Auckland businesses are encouraged to nominate an employee worthy of recognition. Successful nominees are presented with a trophy at an awards function, held at regular intervals throughout the year, along with funding from the Trust to further advance their vocational careers.

Funding may be granted for contributions to vocational courses, textbooks or tools of the trade etc. Since 2007 Pathways to the Future Trust has contributed more than \$200,000 to over 100 young people working in West Auckland.

Pathways to the Future Trust provides young employees with funding grants of up to \$3,000 per awardee. The basic criteria are the employee must be nominated by their employer, be 18-

35 years of age and show initiative in becoming a future middle manager employee.

Now is the time to nominate an employee for some professional development, to show appreciation for hard work and to demonstrate the belief that the employee has a strong potential future in your business.

If you have somebody in your business that you would like to give recognition and advance their career, you can submit the nomination form on the Pathways to the Future Trust web site www.pathwaystrust.co.nz - or contact one of the friendly team at the Rosebank Business Association. David Priestley - david@pathwaystrust.co.nz is ready to discuss professional development options for your new and emerging leaders and provide ideas for acknowledgment and reward of employees with outstanding commitment to your business.





Pathways to the Future Trust Awards

A not for profit Charitable Trust that was set up in 2007 as a joint venture between the RBA and the Rotary Club New Lynn.

The Trust's objectives are encouraging and rewarding young employees who use their "attitude and aptitude" to determine their "altitude" and who contribute to the success of a business in West Auckland.



The Pathways to the Future Trust needs your help!

We have a goal of raising \$20,000 per year to enable the Pathways Trust to continue awarding young employees in our business community to grow and develop their pathway within the business that they work for!

"Alone we can do so little, by coming together we can achieve so much"

In the last 10 years we have awarded over \$200,000 to young employees to assist them in developing their skills and grow their future careers.

Yes, I am happy to pledge the following amount to support Pathways to the Future Trust.

\$100
 \$250
 \$500
 Or a nominated amount

Business Name/Contact: _____

Email address: _____

You will be issued with a donation receipt for payment by the Pathways to the Future Trust.
Please email your completed form to david@pathwaystrust.co.nz

Waste not, want not

Fairfood are a dedicated food rescue partner operating in West Auckland since 2011. They rescue and distribute tons of good surplus food to over 50 charities, social agencies and foodbanks like the Salvation Army, Visionwest, Community Trust, Avondale Community, Health West, Generation Ignite and the Women's Centre to name but a few.

Executive Director Veronica Shale says it's about feeding bellies and not landfill and connecting with people at the same time. She wants to show the rest of the world how to do it by focusing on food recovery and feeding people who are experiencing food scarcity. In April alone they provided 121,000 tons of food equating to 348,000 meals.

Already addressing food waste and feeding 3,000 people a week, when Covid hit, they lost over 100 volunteers made up of over 70's and corporates. They also saw many of the grants they once relied on dry up or get deferred. However, their demand increased to a staggering 5,000 people per day.

During lockdown Simon Hakaraia and his team at Event Base (a company who create and deliver cutting-edge world-class event environments) in Timothy Place spotted the Fair Food truck parked on the street and approached them. After relaying their story, Event Base stepped in to assist Fairfood by offering them people power as well as space in their premises, forklifts to transfer pallets and even their trucks for transport. The Event

Base now acts as one of Fairfoods bases for supply delivery and where volunteers safely pick and package the food.

Fairfood have been fortunate to receive many generous donations of food from Restaurant suppliers affected by the lockdown including 26,000 eggs from McDonalds, chicken from Inghams and are working on a partnership with Turners and Growers to provide fruit and vegetables.

With supply constantly changing as levels change, they are still in need of donations and are looking to fast track the set-up of their hub - to amalgamate under one roof, their operations currently across a handful of sites in West Auckland where surplus food would be consolidated and re-distributed in a seamless safe and timely manner. This will be a place where community groups, social agencies and food banks can call in and collect and where their partners can visit and get involved. The hub would see more food rescued and do greater good for the community.

Can you be a food rescue Superhero? If you have a 300sqm - 500sqm warehouse space, or would like to volunteer please get in touch with Veronica Shale on 021 310044, veronicafairfood@gmail.com

They also have a [givealittle](https://givealittle.co.nz/org/fairfood) page for donations:



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Kim's Corner

Kim Watts RBA Membership Manager
 Phone: 021 639 509, kim@rosebankbusiness.co.nz



Where do I start!

A lot has happened over the past seven weeks both personally and work wise, and each and every one of us has seen the COVID-19 lockdown and subsequent Alert Levels 3 & 2 through different eyes.

Like many companies, the RBA has had to look at new forms of communication and so adopted Zoom and Microsoft Teams to create staff contact which was also utilized to present webinars to our members.

Bruce Ross from Ignite Business Leadership in conjunction with the Rosebank Business Association presented a series of COVID-19 pivot webinar series covering topics on 'Sustaining peak business and mental performance through a Pandemic,' to 'Becoming an Unshakable leader in times of extreme uncertainty.'

Bruce left us with lots of food for thought along with invaluable information to help us shape not only our businesses but

also our personal lives. A replay of these webinars can be found at:

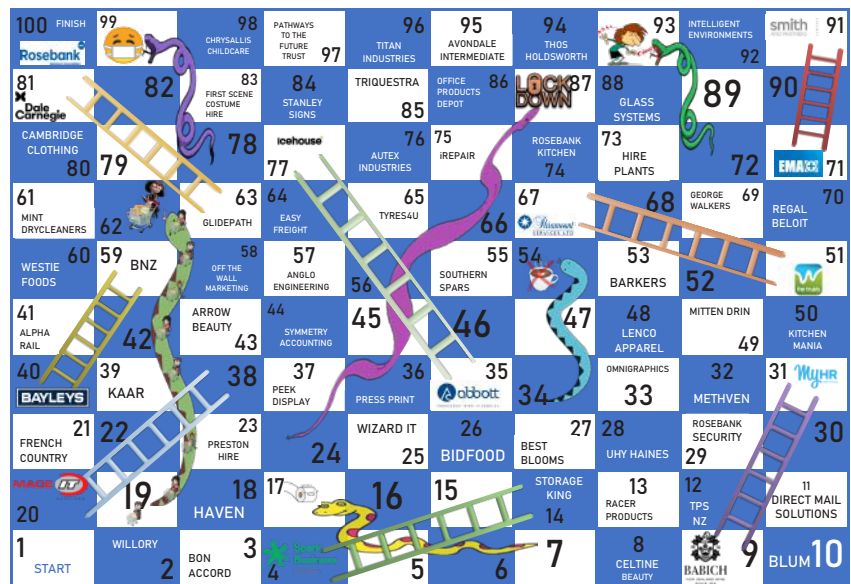
www.rosebankbusiness.co.nz/webinars/

What became apparent over the lockdown period was that life has changed essentially in the way in which we communicate. Social media has never been so important as people grappled with how to keep business doors open and staff members motivated from home.

With this in mind, we asked expert Stuart Thompson from Live Wire Media to run a webinar on making the most of this period through social media.

Stuart, who has over 25 years of experience mentioned the importance of having a plan, being visual, engaging with your customers whereby you increase your customer service levels, doing everything you can NOW, and stepping up your marketing efforts by getting online.

In an attempt to keep our members connected, I started a weekly Kim's Blog email informing everyone of upcoming webinars along with any relevant information that could help and just to keep it a little lighthearted, added in a few board games.



As I now sit at my work desk and contemplate what's next, I can't wait to get back out there to see how everyone has managed over this unprecedented time and hopefully have pivoted their businesses using social media, innovative ideas and that good old adage "Kiwis can" mentality.

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Member Profiles

We profile **New Members** of the Rosebank Business Association

Arrow Beauty

Not just skin deep

Peter Willis' company Arrow Beauty is a family owned and operated business which has been in the Rosebank area for over 25 years and was part of the original first development to come to the area.

Arrow Beauty import and distribute beauty products designed for the professional beauty market incorporating beauty salons, spas, hotels and some pharmacies. They also support Private Training Enterprises (PTE's), Polytech's and trade schools.

Professional brands include Bondi Sands Tanning, SpaRitual Nail Product, Elleebana and JB Lashes and CaronLab Waxes to name a few, and you will find all their products and equipment in a typical beauty salon.

Arrow Beauty currently has 14 staff members in Auckland and another office in Christchurch. Their products are distributed nationwide and exported up to the Pacific Islands.

Peter says that Rosebank is a great location from an operational point of view and being centrally situated, staff aren't having to fight morning traffic, but he would still like to see traffic improvements to Rosebank Road.

Covid-19 hit the beauty industry hard with all salons closed through levels 4 and 3 with Arrow Beauty feeling the impact of this in every area of the business. However, Peter has been amazed at the support he has received from his staff who have risen to the occasion tidying up their internal systems, customer area lists, and grabbed the opportunity to really connect with their customers. Arrow Beauty have also used this time to spruce up their Social Media pages and release a brand-new website.

Peter kept his team motivated with regular zoom meetings which then extended out to customer industry training sessions discussing quality education.

Peter can't emphasize enough "how proud I feel about how my team have all pulled together over this time and frankly it has united us closer as a company and as a team".

As Arrow Beauty moves into L2 they are busy, and Peter has likened this to "Christmas on steroids." He is thankful that they have been able to retain all staff thanks to the government subsidy but is realistic that after this initial spike things may settle, and his focus will then be to get his business back up and running to pre-Covid levels.



Arrow Beauty
18 Saunders Place, Avondale, Auckland 1026
Phone: 09 828 3530
www.arrowbeauty.co.nz



Hon Alfred Ngaro

National List MP based in Te Atatū



Parliament Office Parliament Buildings, Wellington • 04 817 9917

Te Atatū Office Level 1, 288 Te Atatu Road • 09 834 3676

@ alfred.ngaro@parliament.govt.nz | alfredngaromp | alfredngaro.co.nz

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Active Security Services NZ

Come in rover

Vineet Sharma's company - Active Security Services, is a privately held NZ owned company who has operated for over 12 years and is based here in Rosebank Road offering dedicated services to both the Avondale and wider Auckland region.

Active Security Services offers Mobile Patrols, which will do a roving sweep of your premises day and night every day by guards who have been cleared by the Ministry of Justice (PLPSA) to work in the security industry.

Other services provided are Static Guards whereby your premises are permanently managed by the Active Security team who will take the time to learn about your business, get to know your staff and are willing to help with any additional security services you may require.

Most impressive is the fact that Active Security Services 3rd Party Alarm response service has a reactive response time for the Rosebank Road area of generally within five minutes from initial contact which is what we all want to hear and is only possible because the company is situated locally.

Vineet runs a tight ship with a support team of six office staff, along with guards and patrolmen making up most of the team, enabling them to be able to offer great service at competitive rates by keeping their overheads to a minimum.

Because Active Security Services was an essential service over the lockdown period, they were able to support their existing clients as well as the health services and construction sector, who required

their Static Guard service over Lockdown. Some of the guards were required to wear PPE gear in addition to doing temperature testing in and out of sites for contact tracing purposes.

Vineet is extremely proud of the commitment shown by the team during this time and how quickly the team could adapt to the changing requirements, to meet the operating requirement for COVID-19.

The company's mantra is "We understand our responsibility and are always exceptionally professional whilst being 100% focused on our clients' needs". The Active Security team pride themselves on the work they do and believe the presence of uniformed guards is the most effective way of deterring criminals. Now more than ever people are looking more closely at protecting their premises as we experience the fall out of COVID-19.



Active Security Services
Level 1, 703 Rosebank Road, Avondale, Auckland 1026
Phone: 09 215 9344
www.active-security.co.nz

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Business to Business advice from **RBA Members**



Warwick Russell
SMEtric Insights

Analytics in a crisis: When you need it most

We have all had to master the use of Zoom and/or Microsoft Teams as a result of COVID-19. But that is just one part of digital transformation that businesses have been driven to implement faster. Previous economic downturns have shown that the winners will be those that respond to the disruption with smarter use of technology. This is nudging more businesses into embracing productivity-boosting technology, including analytics.

COVID-19 is having a profound effect on supply chains, operational efficiency, demand and cashflow. More businesses are embracing analytics to drive informed decisions and act quickly during the pandemic. In times like this, you need to spend more time acting on data and less time on just trying to find it. It is time to stop manually updating spreadsheets.

3 ways to use analytics more - Data analytics needs to be one of your top priorities, there are three ways it will help:

Improve productivity

Giving visibility across the whole team with up-to-date analytics in easy to understand dashboards means they can have a live view of what is happening and know where to focus time. In addition, if you're not hassling staff all the time for information, the stress

levels will go down.

If you manage a team, you will be able to see at a glance who the top performers are. You can reward them and also find out what they are doing differently and pass on those skills.

Operational efficiency

Buying patterns have changed and supply chains disrupted. For many in the retail/supply chain industries, demand patterns are not following previous patterns. You can no longer rely on weekly or monthly reports when things are changing rapidly each day. Now is the time use analytics to forecast trends in supply and demand and track fast-moving changes in leading indicators.

Use analytics to optimise your supply chain so that every location knows what is coming and when. Some products may be high in demand due to a change in buying patterns e.g. cleaning products. But later, the demand may diminish, and you don't want to get caught by over production and excess inventory. Uncertainty about the economy will keep many consumers cautious about their spending, so pent up demand as we come out of lockdown may be muted.

Improve customer service

Being able to access all your customer information in one location means you can improve segmentation and customer targeting to better serve your best customers. Brands that survive will be those that show exceptional customer service, generating rave reviews and customer loyalty.

Right now, business success depends on making informed decisions while staying nimble. If your business hasn't yet implemented analytics, use this Covid-19 downturn to conduct a digital transformation before the worst of the recession hits and become proactive, rather than reactive in your decision-making.



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www.cameronpanel.co.nz 11 Puriri Street, New Lynn



Nick Stanley, MyHR

If COVID-19 has taught us one thing, it's that people and collective effort really matter.

Resetting your business in a post-lockdown world

After weeks of restrictions, many businesses are getting back to work, in a post-lockdown economy that's very different to the one we left.

For most companies, these are uncertain times. Sadly, many businesses will fail (or already have). Others will slowly rebuild over the coming months.

If COVID-19 has taught us one thing, it's that people and collective effort really matter.

At MyHR, we've been flat-out helping companies respond to the economic impacts of COVID-19 and lockdown, so we thought we'd share some insights into ways to get your people processes right, build team culture, and be ready to seize opportunities as they arise (or respond to any future disruptions).

Retain good people, if possible

In the current environment, your talented employees could prove lifesavers. They know the business, can help you identify new opportunities, and shift focus quickly if you need to. They could well be your hardest workers, so they'll be at the forefront of your recovery.

Work your budgets however you can, but do what you can to keep your 'A team' together. It will put you in a much stronger position to weather the current downturn and bounce back. You also won't lose all their experience and have to start from scratch with new people.

Be creative and honest

Of course, making commitments to the people you want to retain might seem hard right now. But don't forget, they're also facing uncertainty. The job market will be tight and unemployment high.

While it sounds cliché, we are all in this together. Be open with your employees and talk to them about the company situation. They will have a good sense of the state the business is in, and can help you work on solutions.

If you can't afford them on their current terms, consult with them about what you can afford. Explore every potential short-term tweak or interim structure, even things you normally

wouldn't consider. If both parties can agree on changes such as temporarily reduced hours or pay, or flexible rosters, then you might be able to hold on to people.

Share recovery plans and discuss what the goals are for returning to full capacity. If changes are likely to be permanent, expect that some employees won't be able to accept a pay cut. Give these people the opportunity to present their reasons. If you cannot agree, redundancy may be the outcome.

Make tough choices correctly

Hopefully, your business has enough work to retain the full team or you can weather this unstable period using the government wage subsidy or other assistance.

If you find there's no way to make it through without reducing staff numbers, then don't miss the opportunity to ensure your business is structured in the best way possible for a quick recovery and resilient future.

We always advise businesses to step back and look at the whole enterprise and its goals first. Start by defining (or redefining) your company strategy and objectives, which will define the work that needs to be done, which defines the roles required to do that work.

Treat departing people with honesty and respect, act in good faith, and honour your contractual obligations. You'll minimise the risk of grievance and show those left behind that you're a top employer.

Employment law hasn't changed!

The government has been very clear that the process for doing restructures or making any change to the terms of a person's employment is the same as it was before COVID-19.

All the normal rules of good faith, fair process, and consultation with your employees apply. The current situation presents very compelling commercial reasons to look closely at your business structures, and time frames might be shorter given the urgency of the situation, but there are no magical shortcuts.

The process is still the same: investigate, propose, consult, consider, decide.

Use outsourcing to your advantage

It's a really good time to consider outsourcing any non-core business activities, like HR. Quality outsourced providers give you flexibility during times of downturn as well as times of growth. You not only outsource the work to committed experts, you also outsource all the staffing hassle. Outsourced options are more cost-effective too.



Bret Gower
Smith & Partners Lawyers

Adapting your website terms and conditions for COVID-19 level 3, level 2 and beyond.

Adapting to business life after the COVID-19 alert level 4 restrictions is going to mean being agile and getting used to changing things as you go along.

You might be now operating in an online world where you have never operated, delivering goods and services remotely when previously they have always been an in-person supply. If that's the case, you will definitely need website terms of use to establish your business' expectations and set out the ground rules for customers.

If your business is now able to open subject to certain restrictions such as online ordering or contactless transactions you haven't previously offered, then you probably need to look at updating your website terms and conditions.

You will need to set out, for example:

- your obligations to your customers, and their obligations to you;
- how and when payment is to be made;
- what will amount to 'delivery' in the new circumstances (are you using a new delivery method, maybe via courier or using your own delivery team);
- Supply and delivery timeframes might need clarifying, even if that means adapting them to build in more flexibility to allow for any uncertainty you have from your own suppliers;



- your business' policies around privacy and the use of cookies on your website being particularly important in the current circumstances;
- explain how you calculate your pricing;
- enforce payment of any outstanding money;
- provide a mechanism for dealing with unusual circumstances outside your control - such as pandemics and natural disasters;
- retain ownership of goods you are selling to your customers until you have been paid;
- clarify how and when risk in the title to goods you are selling transfers from you to your customers;
- ensure your business complies with the current legal and regulatory requirements;
- provide a mechanism for resolving disputes if and when they arise.

Given the uncertainty about what will happen during the next stages of the 'new normal' you will also need to ensure you have the right to update the terms and conditions when the need arises.

How enforceable are online terms and conditions?

At what point are customers considered to have accepted the terms and conditions on your website or app? Are they bound by

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your terms and conditions just by accessing your webpage with a browser?

This question in the physical world (as opposed to online) is one of acceptance. Have you accepted the offer made to you? Traditionally this is strictly a question of contractual interpretation and is considered a definitive factor as to whether a contract has been formed. The issue is whether the parties have agreed to anything, what is known as being *ad idem* - or whether there has been a "meeting of the minds". Courts have traditionally considered this to be an indication of the intention of the parties.

The question, in relation to online contracts, has not been addressed in the New Zealand courts, however there are precedents - primarily from the United States, that are informative on how the subject might be decided in New Zealand.

There are generally two types of "acceptance" in the online world that you should consider, either as a user of somebody else's website or as a provider of services on your own website. These are what are known as "browse wrap" and "click wrap" contracts.

A "browse wrap" contract is usually presented on a website using a phrase such as "by using this website you agree to our terms and conditions". In this situation the words "terms and conditions" are usually treated as a hyperlink to either a page or PDF containing that business' terms and conditions.

By comparison, a "click wrap" contract will either open as a pop-

up while using a website, or as a screen on an app that requires you to click a tick box, alongside a statement such as "yes, I agree to the above terms and conditions."

The exact form of how these two contractual mechanisms are presented has been the subject of a number of court cases in the United States, which we expect to determine the outcome of similar cases in the New Zealand context.

There are two pieces of New Zealand legislation that interact with these types of contract. One is the Contract and Commercial Law Act 2017, and the other is the Fair Trading Act 1986.

Our commercial team is experienced with drafting and updating website terms and conditions (sometimes called "terms of use") across a wide range of industry types and business models. In the first instance contact commercial solicitor Bret Gower on 09 837 6893 or email bret.gower@smithpartners.co.nz.

Fees to review and/or draft online terms and conditions tailored to your requirements range between \$1,000 to \$2,000 and generally take between 5 to 10 working days to first draft stage depending on the actual work involved and a range of other factors.*

**Fees quoted are exclusive of GST, office expenses and disbursements (if any). The factors affecting how our fees may be determined are prescribed by the Lawyers and Conveyancers Act (Lawyers: Conduct and Client Care) Rules 2008.*

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