Issue 166. August 2020



Dimples One baby step at a time

Dale Carnegie Building Resilience

FS Group Future Sustainable Design and Construction

SPECIAL FEATURE

THE ROSEBANK ENGINEERING FEATURE



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RINO



Current Listings



Floor area: 2,633sqm bayleys.co.nz/1686873 Industrial



Floor area: 561sqm bayleys.co.nz/190654 Industrial





5 Northside Drive, Westgate Floor area: 688-797sqm bayleys.co.nz/1689960 Industrial



3/4 Laurenson Drive, Hobsonville Floor area: 348sqm bayleys.co.nz/1690599 Industrial



3/116-152 Swanson Road, Henderson Floor area: 1,707sqm bayleys.co.nz/1690574 Industrial

Recent Deals







Sunil Bhana 021 938 660 sunil.bhana@bayleys.co.nz Mark Preston 027 393 9286 mark.preston@bayleys.co.nz Sam Raines 021 0286 6812 sam.raines@bayleys.co.nz

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GFS

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



Leadership.

Mike Gibson, **BBA CEO**

If ever there was a time or occasion to freeze the world's leaders in one spot and ask them if they could they have done better now is the time!

We know from our own most recent political experiences that leadership uncertainty has a huge trickledown effect that drives destabilising attitudes and creates climates of uncertainty. This matures into loses in confidence. reductions in performances in workplace productivity, and before you know it, in a business sense your balance sheet turns to mulch.

So, what makes a good leader? You can't buy them off the shelf! They come in all shapes and sizes, rarely advertise their skill set, and for many it's simply all about being absolutely fit for purpose in their chosen roles.

For many leader's success arrives from pure and perfect timing. According to the Harvard Business Review here are some of the characteristics that all good leaders must have:

- **1.** Strong moral ethics. Be caring and safety orientated.
- 2. Be self-organizing, providing loose guidelines around goals and objectives.
- **3.** Establish and communicate those objectives clearly.
- 4. Drive efficient learning and possess the flexibility to manage change.
- **5.** Nurture growth and be committed to providing ongoing training.
- 6. Convey connection and belonging. Communicate often and openly.
- 7. Be open to new ideas and approaches.
- 8. Create a feeling of succeeding and failing together.

These attributes are all about removing fear of failure by operating in a safe and trusting environment.

Leaders with attributes of maintaining high moral standards convey an approach of fairness ensuring that they and their employees honour the "rules

of the game". In other words when failure is prevalent "own up and face" your problems boldly. Just imagine how much all of our recent political debacles could have been managed better with differing outcomes if each and every one honoured the rules of the game.

Similarly, when leaders express their goals and expectations, they avoid isolation with their staff, and this ensures everyone is on the same page. This in itself creates a higher capacity for social engagement, creativity and ambition.

During lockdown RBA was blessed to have on board local West Auckland Business coach Bruce Ross (a specialist in understanding Neuroscience in business related behaviour). Bruce applied how this knowledge could benefit our members during the difficult stress related times of Covid 19. His webinar series created that social engagement, encouraged creativity in solutions and gave an understanding on how to create a will to succeed. A replay and synopsis of this valuable series can be viewed on our website at https://www. rosebankbusiness.co.nz/webinars/. We thank you Bruce Ross at Ignite Business Leadership, ignitebusiness. co.nz, 0800 548 900.

Cheers and best wishes, Mike Gibson.





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FIND YOUR BUSINESS EDGE 0800 BUSINESS

From Our Perspective

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

The least-best worst choice

Bernard McCrea

RBA Chairman

I apologise for the English construction but something we are facing as a business community, and country, is two or multiple choices with no great warm fuzzy outcomes. The principal thought process is there's either a good choice or a bad choice. In a personal sense should I have chips or a cake. In a business sense should we cut what we're doing now or, should we go deeper into it with the goal of getting out later. Going deeper always means more investment in time and possibly capital.

I can't say any decision is easy in a business sense other than you must keep making them. If it's in the scenario of two choices and neither is easy, then you've literally got to make one choice and sometimes its neither good nor bad which one you make but you've got to make it, otherwise you'll end up with a third choice of doing nothing. Doing nothing sometimes works out in the context of seeing what pans out, but there's still the cost of capital decision that gets made by default.

In a wider sense the wage subsidies are a good thing from the Government to do. The cost of low interest loans is also a good thing to do. The costs of repaying them back will be the hard thing to do. No one wants to pay more tax to repay these investments and any Government going to the polls that says, 'we're putting up taxes to repay the deficit' won't be popular. But eventually the \$40-\$50b we as a country have invested will have to be paid back, otherwise your economy will not function as it has got too much debt in it.

I think we are all experienced enough to know that if you borrow any capital it's got to be paid back. We know that eventually we're going to have to pay 2-3-4% more tax to pay the Governments deficit back, but if it's targeted that is fine, if it's just an undefined increase, for an undefined period then this will be less popular as people are smarter than that.

You are not alone out there and whether

you're an owner of the business or a staff member please feel free to call me or anyone @ RBA to discuss anything, as a problem shared is often a problem halved.

Regards Bernie.





Rosebank Events

Find out about the latest **RBA** Events.



We invite you to attend this unmissable workshop presented by MyHR CEO and Founder Jason Ennor. Jason is an HR specialist, passionate about tech, people and collaboration. Informative and engaging, he is one of RBA's highly acclaimed presenters which we are delighted to have back.

What you will learn:

Restructuring can be one of the most uncomfortable HR processes, but it's also one of the most straightforward, if you do it well.

Getting the process right will enable you to make the necessary changes smoothly, without opening yourself up to too much legal risk.

It starts with a proposal of changes to the organisation's structure, individual roles, or responsibilities that is based on a genuine commercial justification. You must consult with every individual who will be or who may be affected by the proposed changes.

The workshop will cover:

- The process 8 key steps to getting it right.
- Potential issues to watch out for.
- Common fishhooks / mistakes to watch out for.

Join us for this information filled session, where you'll learn just how the pros do it and walk away with information, to restructure the right way.

anouschka@rosebankbusiness.co.nz

When:	Wednesday 19th August.
	8.00am - 10.00am
Where:	Browne St Cafe.
	50 Rosebank Road, Avondale
Register :	Anouschka de Gourley.



Hon Alfred Ngaro National List MP based in Te Atatū



Parliament OfficeParliament Buildings, Wellington • 04 817 9917Te Atatū OfficeLevel 1, 288 Te Atatu Road • 09 834 3676alfred.ngaro@parliament.govt.nzf alfredngaromp f alfredngaro.co.nz

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Rosebank Advocates

With Dr Grant Hewison, specialising in local government consultancy and legal services.



RBA makes views known on draft Whau Local Board plan 2020

The RBA has welcomed the opportunity to make a submission to the Whau Local Board Plan 2020.

While the Association generally believes the Whau Local Board Plan 2020 reflects the needs and aspirations of the RBA and the community, it would have liked the Local Board to have placed more of a priority on resolving transport issues in the Rosebank area and local economic

Dr Grant Hewison

development. In light of responding to COVID-19, the RBA believes the Plan should have included stronger goals and actions to partner with the business community and address the economic consequences of the pandemic.

In particular, the Association asked that the Whau Local Board Plan 2020 include more emphasis on:

- Support for a western business growth group
- Support for local skills alignment between workplaces and educators
- Support for youth gateway connections and apprenticeship programmes
- Advocacy for more promotion of 'buy local'

The RBA supported the vision for strong, resilient and inclusive communities and noted that business success and employment were key elements in achieving this. Supporting a stronger creative economy would provide a launch pad for the Whau's flourishing creative community and businesses.

The RBA noted that the regeneration of Avondale was a key focus and that the Association would welcome further engagement in the transformation of Avondale. The RBA was also supportive of investigating possible initiatives to incentivise sustainable building, such as rainwater storage and stormwater detention tanks, rain gardens, solar panels and other innovative solutions. The RBA acknowledged concerns from the Whau Board regarding the lack of accessibility to and from the Rosebank Peninsula and the impact this was having on the ability of the industrial precinct to grow and improve its productivity. The RBA supported actions in the Plan to:

- Investigate any potential low-cost improvements to safety and accessibility for people traveling to and from our town centres and the Rosebank Peninsula using active modes.
- Advocate to Auckland Transport for a review of the current bus network and opportunity for increased provision of feeder bus services to New Lynn, and shuttle buses to the Rosebank Peninsula.
- Advocate for improvements to vehicular access to the Rosebank Peninsula, and for the implementation of the North-western Rapid Transit Network incorporating a station at Rosebank, along with complementary public transport and active transport improvements on this key corridor.
- Investigate options for low-cost demand management tools and promote these across the Whau, including working with employers to promote flexible working.

Further, the RBA asked that the Plan consider actions for the Whau Local Board to work with Auckland Transport to: reduce the impacts of the Waterview Tunnel on Rosebank; implement dynamic laning as soon as possible at Patiki Road; find ways to give priority to heavy vehicles using Rosebank Road; improve the Rosebank roundabout; monitor the safety improvements being constructed on Rosebank Road so they delivered on the safety measures promoted; and ensure the Auckland Transport Connected Communities programme has a focus on Rosebank.

The RBA also supported the Board's commitments to Lower Carbon Living and stated it would welcome being involved in the next steps for the Whau Local Low Carbon Plan. It also supported the Board investigating initiatives to build on the success of the Industrial Pollution Prevention Programme, with a particular focus on identifying and remediating some of the more passive sources of water contamination.

As this is a three year plan, it is important for businesses to 'Have Your Say'. Submissions close on 13 August 2020 and can be made at the link https://akhaveyoursay.aucklandcouncil.govt.nz/whauplan

Ph: (09) 836 4417



6 Corban Ave, Henderson. Email: james@bumac.co.nz

www.rosebankbusiness.co.nz

Rosebank News

News, views and any other tidbits from the Rosebank Business Community.



David Mu

We have been deeply saddened to learn of the sudden passing from a medical incident of David Mu, co-founder and managing director of JUMP Trampoline Parks on Friday 10 July.

David was a devoted family man and will be remembered as someone inspirational who made a

lasting impression on every person he met.

David and his wife Sandra were passionate about sport and started promoting "health recreation for everyone" in 2014 when they began Jump trampoline parks in Aotearoa. The concept took off and they opened Jump at Rosebank in 2016.

Jump is a huge advocate for supporting our community through schools, sport teams and clubs to stay active through several sponsorship options.

David and Sandra have been strong supporters and members of the Rosebank Business Association, participating in many RBA events over the years.

Our team at the RBA feel a great loss to our community, David will be sorely missed, and we extend our sincere condolences to David's wife Sandra and his children Nico and Tylah-Grace.



Mike Davis

We are sadden to hear of the passing of Mike Davis on 28th of June 2020. He was surrounded by family, aged 71 after a long fight with cancer.

Mike was our RBA vice Chair 2008/09 and Board Chair in 2009/2010. In addition to these roles with one of his staff Ritu, he was truly a very good supporter and driver of the Pathways to the Future Trust where he was well known for canvassing businesses for auction items.

He was a big man in more than size and statute and will be well remembered in Rosebank for his communitybased generosity, provisions of his time, his ideas, and the ability to have tasks completed.

Our thoughts and condolences go out to his wife Lynette and family.

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We have our Truck + transit van completing daily deliveries throughout the Auckland metro area.

JACANNA



One baby step at a time

Upon hearing Jane McAllister had fourteen children, I thought two things. Firstly, this lady really likes babies; and secondly, if she can manage fourteen children, she could manage anything! When I spoke with Jane it was clear both these assumptions were true.

Dimples, a luxury New Zealand baby brand, was born when Jane's eldest daughter, Felicity was pregnant with her first child. At the time, Jane was also pregnant with her thirteenth child. With both mother and daughter pregnant together, the two of them saw a gap in the market for quality, New Zealand made baby clothing. In 1992, Dimples was born, with a range of clothing to fit from premature babies to three-years-olds.

"We initially started selling at a small retail store in Remuera," says Jane. "Those early days were extremely exciting, and we would love it when an order came through. As orders were received, we would rush to sew and stitch the details on each garment ourselves. It was great mother-daughter time."

Jane grew up in a family with an entrepreneurial father, and she says doing something for herself was always in her blood.

"I think with business, you either have it or you don't. Running my own business was something I always did when the kids were at home," says Jane. "Even before Dimples, I always had something on the go."

It did not take long for Jane and Felicity to see the brand was

gaining a solid reputation. For Jane, the first major sign things were growing was when they employed someone to hand stitch the company's signature bee on the clothing.

"We couldn't keep up with the orders," says Jane. "My father always said you need to employ people in business

for the jobs you can't do or don't want to do, and this has always stayed in my mind as the business has grown."

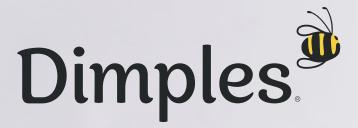
A highlight for Jane and Felicity happened when Harrods in London contacted Dimples and requested to stock the brand. This move pushed Dimples into the international sphere at once.

Having a personal retail store was never something Jane wanted to get into. However, a chance drive through Newmarket saw Jane stumble upon a small retail space that caught her eye.

"When I phoned them up to find out more, the rent was so cheap I couldn't resist, and the Newmarket store was born in 2006," says Jane.

Over the years the customer base has steadily grown and today the Newmarket and online store have been the main streams of sales. The Newmarket store became so popular that Dimples moved to a larger space on Kent street, where Daughter, Rebecca McAllister is

Harrods in London contacted Dimples and requested to stock the brand.



BORN FROM NATURE MADE WITH LOVE



Designed and made in New Zealand, Dimples provides new and existing families with everything their baby needs. Offering only the finest and most practical baby clothing, hardware and accessories available.

BABYWEAR BOUTIQUE | 25 Kent Street, Newmarket www.dimples.co.nz Dimples:

the store's Manager.

Up until 2013, Dimple's head office was always based out of Jane's home in Titirangi. Dimples moved into the Rosebank Road premises just over a year ago and were previously down the road in Avondale for five years.

"We've always operated with the idea that family comes first, so we ensure all of

our employees can operate like this too," says Jane. "Many of our sewers collect materials and sew the products at home, meaning they can work around the family and times that work for them."

Eight years ago, with the business growing, an Operations Manager was employed. Jane says it was from here on things really took off. Product forecasting, sales, trends, and stats became daily practice for the company.

"This wasn't an area I was strong in, so having this part of the business taken over was a great step for Dimples."

As well as online and store sales, Dimples wholesales to retailers throughout New Zealand. Jane says tourists are naturally drawn to Dimples - the quality, NZ Merino and the brands reputation make great gifts for visitors to New Zealand with small babies or for friends and families at home.

So where does the trademark embroidered 'bee' come from?

"Well I loved the touch of embroidery on the clothing and you can't put a rosebud on boys clothing," says Jane. "Because of this, the bee was born as it works for both."

When designing new ranges, Jane likes to first start with the colours laid out in front of her.

"Firstly, I have to be in the mood," she says. "From there I start to look at the colours we would like to work with, and I start to draw inspiration. As I look at the colours, I start to get an idea of what colours would work with new and existing designs."

Looking forward, Jane is excited about the future and continues to look at ways to grow the Dimples brand. While Coronavirus has put a dampener on the current tourism market, a store in the South Island is on the cards in the future when tourism is again in full swing,.

Sam McAllister, Jane's husband, started Designer Baby Brands in 2014 bringing in high-end European baby brands. From highchairs and prams to toys, the importing business supplies to baby stores throughout the country, including to Dimples.

"We are very much separate in our businesses," says Jane. "I guess you could say I am a silent partner in his importing business, and we stock the available ranges though our Dimples online and retail store. However, we work entirely separately, even out of our own buildings. I think we both like to be the King of our domain," she laughs.

Joining the Rosebank Business Association was an easy decision for Dimples. Jane believes the association is good to have in the community and the company has enjoyed the range of events and resources available to them.





Build Resilience with Dale Carnegie for todays' world

Dale Carnegie has been changing lives for over 108 years.

Founded in 1912, Dale Carnegie has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide.

The Dale Carnegie experience starts with how we engage our clients throughout the entire process, from the initial contact through a strategy of follow-up and support. Our methodology supports the development of the skills and habits needed to drive performance. We believe that the emotional shift is equally important as the behavior change.

Dale Carnegie emphasizes practical principles and processes by designing programs that offer people the knowledge, skills, and practices they need to add value to the business. Connecting proven solutions with realworld challenges, Dale Carnegie is recognized internationally as the leader in bringing out the best in people.

Change management is not new to Dale Carnegie after coming through many crises before the Covid 19 pandemic including the two world wars & global financial crash of 2008. Engaging workplace change can be an unpredictable experience, because processes and people evolve in diverse ways as they undergo change. No two individuals will respond in exactly the same way to workplace changes. Identical changes implemented in multiple areas of an organization can produce distinctly different outcomes.

The Dale Carnegie Training Change Model can help leaders prepare for change, engage their employees through the change, and drive positive outcomes. This model

> allows leaders to take a structured approach to organizational change, while maintaining flexibility in implementation.

> > We change how people see themselves, so they can change how the world sees them, and that changes the impact they have on the world.

Our events and consultative approach have gained the trust of many and we have had the privilege of working with hundreds of businesses across New Zealand and the Pacific.

Our Dale Carnegie team is proud to partner with the team at RBA and work closely with their members. We are here to support you in your business at this challenging time and moving forward.

Dale Carnegie Ph: 09 521 0717 www.dalecarnegie.co.nz





Sustainability





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Why reducing waste will help towards a better future.

Waste prevention is the prevention or limitation of the occurrence of waste and emissions (quantitative prevention). This also involves reducing the harmfulness waste produces to the environment (qualitative prevention).

André Hendriks Off The Wall Marketing

Waste prevention is one of the main objectives of waste policy in the transition to the circular economy, namely to prevent the creation of waste at the source as much as possible.

This can be done within an organisation or company by:

- Good housekeeping
- Internal reuse
- Technological change product adjustments
- Optimising waste flows

Why is it so important for us to reduce waste? The fundamental reason is it reduces what goes to our landfills, therefore preventing waste.

> Why is it so important for us to reduce waste? The fundamental reason is it reduces what goes to our landfills, therefore preventing waste.

Most of the waste we produce stays in New Zealand, and it's now up to us to find solutions to how we can deal with this. In the last 10 years, we have had a 48% increase in rubbish disposal on our landfills.

In the last lO years, we have had a 48% increase in the rubbish disposal on our landfills.

Lucky enough we are slowly seeing more businesses becoming aware of this problem, and they are starting to take action.

Our government is investing \$124 million in recycling infrastructure - money that is needed to improve our waste problem.

The fact is that New Zealand currently has one of the highest rates of waste production per capita in the developed world. This means that we will all have to pay more in the future to fix these problems - something no one can escape from. Sadly enough, these facts are real and it's up to us to deal with it.

It's possible for all of us to reduce our waste.

Small actions can go a long way and are as simple as:

- Getting your own reusable bottle
- Buying a keep-cup and planning to take this with you when getting a coffee
- Having your own shopping bag for when you pick up takeawavs
- Using your own containers when getting take-away or shopping
- Avoiding buying packaged and unrecyclable goods

Positive things are already happening, as of July 2019, singleuse shopping bags are no longer being used.

By creating these important changes we are moving towards a better future.

Next time we will talk about reuse.

André Hendriks **Off The Wall Marketing** 021 073 4711

Rosebank Pollution Prevention Programme

Cushla Barfoot Wilkinson Environmental Ltd some of us live and play on it. The Whau is an important wildlife

On the Rosebank

to the Whau River and

Peninsula we work close

habitat and is well used by boaties and kayakers. It is sometimes visited by dolphins and even Owha, Auckland's famous resident leopard seal.

Do you know that all the stormwater drains on your site flow directly into the Whau, without any treatment? Are you aware of your spill risks and what might happen if an accidental spill got into one of these drains?

Between 2018 and 2020 Wilkinson Environmental Ltd visited Rosebank businesses as part of a Whau Local Board funded programme. Companies saw how their site connects to the Whau and pollution risks were identified. The focus was on education, not enforcement.

191 businesses were visited and 57 had room for improvement in their current practices. Those businesses were given recommendations to help them avoid accidentally causing pollution.

Common Issues Found

No spill plan

Many businesses did not have spill equipment (such as a spill kit) and or do any spill training. It is best practice to have a spill plan, even if you only have small quantities of liquids. A spill plan should include a written plan, spill kits and regular spill training.

Risky Storage

Incorrectly storing bulk liquids is a big risk. If you have drums or IBCs, or any containers of liquids, they MUST be stored within covered secondary containment. Secondary containment stops leaks from entering site stormwater drains. If a leak from a container gets into the drains, companies could face significant penalties. This applies to almost all



liquids, including vegetable oils, "biodegradable" products, and food grade ingredients.

Washing equipment or vehicles

Some companies were washing dirty equipment or vehicles with detergents and the wash water was entering stormwater drains. Even biodegradable or 'green' carwash/detergents shouldn't go into these drains. Wash water should be diverted to the sewer or, if possible, onto unsealed ground.

Plastic raw material and litter

All the

stormwater drains

on your site flow

directly into the

Whau, without any

treatment.

Stormwater drains in industrial areas can be a major source of marine litter. Sites that handle dry raw materials, such as plastic pellets or powders, and sites with large amounts of rubbish should have procedures in place to ensure spilled material is cleaned up quickly. These sites should consider installing filters in their stormwater drains.

In 2019 Vac-U-Digga NZ Ltd discharged 1000L of paint into their wash bay in Glendene, which connected to the stormwater system and the Whau River. The paint caused significant pollution to the Whau. Vac-U-Digga was prosecuted by Auckland Council and fined \$28,125.

If you would like confidential advice on how to manage your pollution risks please feel free to contact Wilkinson Environmental Ltd on 021 944 992, info@wenz.co.nz or www.wenz.co.nz





Future Sustainable Group

FS Group

believes

Future Sustainable Group (FS Group) is a privately owned New Zealand group funded by the Luban Family who is also the founder of Ford Steel Engineering, Future Sustainable Design and Future Sustainable Construction.

FS Group specialises in land and property development, town planning, architectural design, construction management, carpentry and structure steel trade work.

The business currently employs 17 staff based in Auckland. Their team includes qualified and experienced planners, architects, project managers, welders, construction managers, quantity surveyors, site managers and certified carpenters.

FS Group can deliver everything from preconstruction planning & design, to construction management & trades work. The all-in-one project delivery method and management structure ensures prompt and efficient decision making. This is also an effective control of time, cost and quality.

Their pre-construction consultants are available to help you take advantage of the new Auckland Unitary Plan, such as site selection, development feasibility, overall cost estimation etc.

They can guide your project and work with you from conceptual design, engineering, consenting and finance, up to construction completion.

FS Group believes in sustainability and innovation, continually seeking out the most efficient and cost-effective project delivery method to save time and money for clients. One of their feature project delivery modes is design and new build in both commercial and residential construction, which has proven efficiency as the process uses an all-in-one service from initial planning to completion of the project. Their team of experienced in sustainability professionals work collaboratively to meet and innovation all your needs across the life cycle of project.

> At planning stage, the FS Group team can help in land selection and getting your design right. They can also manage the design-build contracts, quality assurance, plus health & safety and

ensure your building is protected by professional indemnity insurance. In obtaining resource consent and at building consent stage, the FS team can help in design, consent coordination, engineering and detailed budgets. During the construction stage, they can ensure your work is progressing as planned, milestones are met, bills paid, through to the sign-off of the code compliance

certificate.

With one single point of contact for all your needs, they will always keep their clients involved and advised wherever they can. For concern of risk control, since they know your project from start to end, they can accurately and efficiently determine the size, scope and skill of the team needed and specify any difficulties ahead of land work. They know your time and money are important to you, so they are important to them.

FS Group highly value sustainable impacts on the building projects life circle, from feasibility, design and construction to postconstruction stage. They aim to develop a sustainable relationship not only between human and building, but also amongst their employees, clients and the local community.

FS Groups top three core values are:

- 1. Integrity and honesty
- 2. Customer-first mindset
- 3. Professional and competent

FS Group create a collaborative working environment. Luban Chan provides a supporting position to his team of professionals and gives them the space to prove themselves, allowing them to be in charge of their own work scope and share ideas, suggestions and solutions for their clients.

> FS Group respects and treats every client as the most important. They believe in best service for all, regardless of whether they are a big corporation or a small business. Their relationship manager ensures client's requests are acknowledged and replied to first time.

Future Sustainable Group Ltd Tel: +64 9 828 4496, 1/485B Rosebank Rd, Avondale, Auckland 1026, www.fsgroup.co.nz





Land & property development

- Town planning & architectural design
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Member Profiles

We profile New Members of the Rosebank Business Association

Alpha Rail

Tracking overheads

Alpha Rail was formed in 2011 by Managing Director Mark Goodman, and with a team of 18 staff moved into the Rosebank Road area in February this year. Mark has been in the railway construction industry for 23 years, and all up his team has 160 years of railway construction experience between them, an added value that they can offer to their clients with confidence.

They provide project management and consultancy services to Kiwi Rail as well as design, construction, material procurement and installation. Alpha Rail also carryout testing and commission overhead line railway infra structure.

Alpha Rail worked with Kiwi Rail on the C8 Otahuhu project and C8 MESLEW project - which was the upgrading of rail tracks at the Mt Eden and Grafton Stations where tracks of 340m were removed and replaced with new formation and ballast.

These projects required meticulous pre-planning and close coordination between the various parties in order to achieve/meet the programme required by the client.

Their design is leading the way with 3D BIM (Build & Information Management) which allows other design packages to identify conflicts and opportunities to simplify construction.

They have a goal to be the industry leader in technology and automation and are on their way to meeting these goals.

Alpha Rail are big advocates for using local businesses and currently deal with Skellerns Metal Castings for cast fittings, Fortress Fasteners for nuts, bolts and washers, MyHR as a support function and Spark for cloud-based phones.

Alpha Rail operate weekends, public holidays and Easter with their busiest times being holiday periods when the railway can be shut down for maintenance and heavy construction.

Next time you are standing at the train station, rather than just looking ahead, look up, Alpha Rail may have had a part in getting you to your destination.



Alpha Rail Unit C, 705 Rosebank Road, Avondale. Phone: 09 820 9720 www.alpharail.co.nz



Best Blooms

Business is blooming!

Best Blooms is one of our many great success stories in Rosebank, growing from humble beginnings to what they are today. They initially began business as a tiny retail store on the outside of Henderson Mall in 2006 by Philip Selwyn and Jo-Ann Moss as a ma and pa operation.

In their first year of business they won the prestigious Auckland Top Shop Award. This was followed by Jo-Ann by adding an online website store to their primarily retail business which exploded after three months and quickly started to pivot toward having to move out of their 1st store into a bigger store in Henderson. With further expansion came another move, coming to Rosebank Road on the 1st September 2015.

Their current location is the biggest florist studio in New Zealand, covering 525sq metres - much needed when covering big events like Valentines Day, Mother's Day and other memorable occasions requiring flowers.

Phil and Jo-Ann love the Rosebank atmosphere, people and the community feel the local businesses bring to the area. They relish the proximity of Rosebank as it enables them to offer quicker and faster deliveries as well as having plenty of parking for its customers.

Thanks to their strong and personal focus on customer loyalty from their valued team of 10 long term staff, business is blooming! They have much gratitude towards their returning customers for supporting their family business over the past nine years which has contributed to a yearly turnover of up to two million dollars and an exciting milestone met in July 2020 of 100,000 online flower orders around Auckland!

Best Blooms utilize a local company to produce emailed newsletters offering specials each week, and over time they have introduced extra levels of service to keep their customers updated. An example of this is sending customers a photo of what has been sent to their recipient when ordering online. It's a combination of these details that has consolidated their expediential growth via the website into company growth and will keep them blooming for decades to come.

> Best Blooms 1/653 Rosebank Road, Avondale, Auckland 1026 Phone: 09 838 9058 www.bestblooms.co.nz

Kim's Corner

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



Over the past month there has been an increased spate of burglaries in the Rosebank area and as I have been canvassing Rosebank businesses updating our Business Directory more stories have come to light.

These unwanted characters have picked on a cross section of local businesses selecting a broad range of products ranging from tv's to cutlery. I have put together a list of local businesses who have the means that can help to either deter or assist after a burglary; from street patrols and glass providers, to boarding up broken windows after entry.

This list has been emailed to all our local businesses, if you haven't received one let me know at kim@rosebankbusiness.co.nz





On another note, I am very excited to be involved in the Rosebank Wellbeing Collab project in partnership with Healthy Families Waitakere.

I will be updating you on our progress as we formulate a plan and programme aimed at strengthening business performance through workplace wellbeing.

Interviewing local Rosebank businesses for this has been fun and thought provoking with an array of questions being asked covering individual businesses own work situations, along with insights and suggestions on how we can improve workplace wellbeing in the Rosebank community.

Please make a note in your calendar to attend our first Rosebank Wellbeing Collab Virtual Engagement Event being held on the 6th August.

We need to hear your voice as it is you the Rosebank businesses who will benefit from this project.

A call went out for people to make up a

first aid course which in turn prompted people to look at other health areas and it was discovered that one of the locations for the Rosebank Road/Patiki Road area AED (Automated External Defibrillator) locations was incorrect.

This led me to contact all 31 currently listed companies and all were happy for anyone in the local area to use them if the unfortunate occasion did arise.

It is great to see so many are available, and a list has been sent to all our businesses as knowing where your closest AED is, could just save a life.





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Business Nuts & Bolts

Business to Business advice from **RBA Members**



Handling Past **Recessions**

Recently economist, Tony Alexander requested insights from those with experience regarding how they handled recessions of previous years.

There were some very clear themes which came through in the responses:

Warwick Russell SMEtric Insights

1. Forget profit and balance sheet and devote all attention to cash flow. Forecast it out at least six months and assess and update that forecast weekly.

- 2. Go as early as possible to your bank with your forecasts, your plans, how you will assess them over time, and what you want from your bank. The bankers will be busy so the easier you can make their job of selling your request up the line the better for VOU.
- 3. Trim every expense not core to your central product offering, ranging from sponsorships to magazines, company cars, etc. Explain your situation to your landlord and suppliers and ask for discounts. 15% supplier discounts were common.
- 4. Make cost cuts including staff reductions as early as possible, trying to avoid having to make further rounds of cuts as the months advance. Act early, act big, act once.
- 5. Communicate fully and honestly with your staff, suppliers, bank, and clients. Get as many people as possible on-board with your plans.
- 6. Look after your mental and physical health and seek advice from a wide range of sources - definitely not just your banker

and accountant, and almost certainly not from your mates around the barbeque.

- 7. Trim back advertising and concentrate on marketing to targeted audiences.
- 8. Look for opportunities in the form of cheapened competitors but stay focussed on your core areas of strength.
- 9. Stop following negative media, speculation on how bad things might get, and measurements of the depth of downturn. Pessimism leads to inaction.
- 10. Remember that this too will pass, as all previous recessions have, and note that many people regret that once they had cash flows under control, they stayed too cautious for too long and missed some good opportunities.

Much of this is very relevant to today's economic situation. It is all good, practical advice around five key areas: trimming costs, production, banking, behaviour and state of mind, and planning and communications.

The key advice was to know your position and be agile to adapt to the evolving situation. Part of that is to have up-to-date information on cash flow, not reports that take weeks to prepare. You will need those if you need to go to the bank. The bank will normally support anyone who can demonstrate that they are on top of the situation and keep them in the loop.

Marketing is also key in a recession. While unproductive marketing can be cut, narrow your focus and put your effort in where the likelihood of success is greatest. Scattergun-type approaches may be wasted. Customers may also be looking for cheaper, alternative products.

Also, some businesses are totally unaffected or are even booming. Opportunities are there, we just need to recognise them and have the confidence to act.

Your Local MPs

Hon Carmel Sepuloni MP for Kelston

Kelston Electorate Office

- ♀ 200C West Coast Road, Glen Eden ♀ 1885 Great North Rd, Avondale
- **C** 09 818 4131
- ekelston.eo@parliament.govt.nz

Authorised by Carmel Sepuloni MP, Parliament Buildings, Wellington

- f /CarmelSepuloniLabour
- ♥ @CarmelSepuloni

Dr Deborah Russell MP for New Lynn

New Lynn Electorate Office

- **C** 09 820 6245 e newlynnmp@parliament.govt.nz
- f /DeborahRussellLabour
- ♥ @beefaerie





((NZ))



Overall, I think it underpins a government that has a firm belied that migrants are taking jobs, which is a complete fallacy.

Aaron Martin NZ Immigration Law

Opinion Piece: Aaron Martin, principal immigration lawyer for NZIL

Significant changes to immigration rules around work visas have recently been announced by Immigration New Zealand and the New Zealand Government.

These changes have supposedly been set up to "preserve and prioritise future job opportunities for New Zealanders" but in actual fact they are very short-sighted - to the detriment of New Zealand's industries, migrants, businesses and economic success.

An initial extension to any employer-assisted work visas

First comes an extension of the visas of onshore Essential Skills workers for an additional 6 months. This means that if you are in New Zealand, and you hold an employer-assisted temporary work visa due to expire before 31 December 2020, it will be extended for 6 months.

This 6-month work visa extension looks great on the surface, offering a degree of short-term security and stability which I applaud. But the other changes are going to make it increasingly difficult for migrants to get work visas and hard-working diligent and dedicated employees who have skills being forced out of New Zealand businesses.

What other changes have been introduced?

INZ announced that the duration of new lower-Essential Skills work visas will be reduced from 12 months to 6 months.

Not only that, but INZ will be abandoning ANZSCO and the skill level of work will be based on purely a remuneration threshold. From July 27, anyone who is paid below the median wage \$25.50 per hour, is determined to be working in a low-skilled environment. (Compare this to the previous assessment technique of ANZSCO skill level 4/5 and the pay rate being below \$21.68).

Additionally, an employer will be required to have a Skills Match Report (SMR) when they're wanting a renewal or new lower-Essential Skills work visas.

So if you were mid-skilled (ANZSCO skill level 1-3 and paid \$21.68 or more, but less than \$25.50) and eligible for a three year visa under current rules, from 27 July you will be assessed as

being in low skilled work if paid below \$25.50 and only able to get a 6 month work visas for the next 18 months, provided the labour market test is met.

The negative impact of shortened lower-Essential Skills work visas on business

For businesses, the change to a 6-month visa will be frustrating, time-consuming and expensive because it's going to lock them in a continuous round of recruitment processes and engaging with the Ministry of Social Development.

Overall, I think it underpins a government that has a firm belief that migrants are taking jobs, which is a complete fallacy.

This reasoning simply doesn't acknowledge that it's not about replaceable labour units, it's about readily transferable skill. Nor does it acknowledge that increased numbers of unemployed, do not correspond to increased numbers of people with the skills and qualifications employers need.

What employers today are looking for is a particular area of knowledge, and a particular set of skills and experience. That's not necessarily going to be readily available just because we've had an increase in unemployment.

The impact of this uncertainty for work visa holders and businesses

Ultimately, these new changes are going to add to confusion. Add to workflow. Add to costs. Add to burden of work visa holders. And add to the burden of employers and businesses as well.

My advice to employers

- If you determine to support staff who have shown dedication to your business, and who have the skills you need, you need to be prepared to engage with Work and Income and an almost continuous round of advertising as well.
- 2. Have your processes for assisting people with work visa applications refined to try and make the paperwork more manageable.
- Don't be tempted to tailor advertising to the profile of your worker. But do scrutinise local candidates who apply carefully to ensure that they are appropriately skilled. Keep the records of your recruitment process clear and concise.
- 4. If you need assistance reach out to those experienced enough to help you.

If you are concerned about your visa application, contact our office questions@nzil.co.nz to book an appointment to get expert legal advice about your case.

Bret Gower Smith & Partners Lawyers

5 simple checks when choosing a brand name for your company, product or service

If you're about to start a new company or launch a new product or service you will need to choose a name for it. Once you have your shortlist you will need to check if there are any conflicts with existing names or any potential intellectual property event you using any of your chosen

issues that could prevent you using any of your chosen names.

The main focus when choosing a name, fairly obviously, is not using a name currently being used for a similar business, product or service. This can lead to "confusion in the marketplace" which is the basis of many legal causes of action - for example under the provisions of the Fair Trading Act 1986 and the Trade Marks Act 2002.

1. Google it

This seems an obvious step but in our experience one that can be overlooked by people eager to use a certain name. You are looking for two things that might prevent you from using the name you want:

- 1) the name you want being used as a website address (also known as a domain name or URL); or
- 2) the name you want being used as a company or brand name. Remember to read down a few pages in case the name you're wanting is being used but has a low Google ranking.

https://www.google.co.nz/

2. Company search

Searching the Companies Register does not guarantee that your chosen name is not being used by somebody as a trading name but it gives you some certainty that you can reserve a company name if it's not currently being used. The Registrar's parameters



for determining acceptability or otherwise of company names are different from those for trademarks so you might find a company name is capable of being registered but cannot be protected as a trademark.

https://companies-register.companiesoffice.govt.nz/

3. Trademark search

Protecting a trademark with formal registration is relatively straightforward but it is essential to understand that protection is only available in the same category or class as that you have selected for your goods or services. A trademark search will only highlight trade marks that have been registered, so it may still be possible that somebody else is using your chosen name as a trademark without registration and they will still have some trademark usage rights that might prevent you using it. On the other hand an existing registered trademark can be challenged (see below) so an existing registration is not necessarily a barrier to use.

https://www.iponz.govt.nz/about-ip/trade-marks/

4. Domain name search

Looking to see whether your chosen name is already reserved as a domain name can quickly tell you whether somebody else has a claim against it. You might also find that somebody is using your chosen name with a .com suffix, but the .co.nz or .nz suffix is still available. It is important if this is the case to look at if existing domain name is being used for before deciding you can use it. In some cases it has been determined that conflicting use exists even though the alternative suffix was available for use, on the basis that there is a reasonable chance it causes confusion. When this happens the .nz Dispute Resolution Service has the power to enforce the transfer of a domain name to another person.

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Domain name searches are available from a number of domain name registrars, for example: https://www.freeparking.co.nz/ domain-names/ and https://www.domainz.net.nz/

5. Whois search

A whois search is really a secondary search as part of your domain name investigation. If you've found your chosen name is already registered against the suffix that makes the most sense for how you want to use it, you might want to know "who is" the registered owner. A whois search gives you the details of who the domain name is registered to, including contact email addresses and phone numbers. There are many reasons why you might want to do this. Your chosen name might be registered but not being used. It might be registered by somebody planning to use it in the future or simply to prevent it being used in a competitive environment. There are ways you can address these circumstances, and it could be as simple as asking whether they still want it - you might find they're happy to let you use it or to sell it to you for a nominal (or negotiated) amount. Alternatively you might be able to challenge the existing registration through the .nz Dispute Resolution Service, see more discussion on challenges below.

https://lookup.icann.org/

What are my options now?

Each of the above searches is not necessarily determinative in making your decision, they really only provide information for you to use to weigh your decision. A Google search will give you an overview of how your chosen name is being used or applied on the internet currently, but it doesn't reveal much about its use in the physical world or in any registrations that are not currently active. For example, a name might be a registered company name or even the unregistered trading name for a business with no website. It could be a registered trademark or going through the process of being registered (this can take 6 months), or it could be an unregistered trademark that has existing usage rights but no internet presence. Admittedly, the circumstances of a name with no internet presence are becoming rarer but it is worth remembering that it is a possibility.

Each of the company, trademark and domain name searches also only provide factors to weigh your decision and each is able to be challenged on different grounds and depending on the circumstances.

Talk to Smith and Partners' intellectual property specialists about what options you might have to challenge the existing users or registrants of the name you're wanting.

For advice on how to ensure the brand name for your new business, product or service is safe - contact intellectual property law expert, Bret Gower to discuss your options and secure the future success of your business by email at bret.gower@smithpartners.co.nz or by phone on 09 837 6893.

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Insurance reviews will be conducted in confidence and no information obtained for the purposes of the insurance review will be shared with the Rosebank Business Association (RBA) or any member of the RBA. The RBA will receive a referral fee for introductions that result in new business for the Abbott Group.



THE ROSEBANK ENGINEERING FEATURE

Featuring:

- Mulcahy Engineering
- Broadway Sheetmetals
- 2 Way Industries
- Anglo Engineering
- Paynes Aluminium
- Enterprize Steel



Introduction.

When we think of the businesses along **Rosebank Road**, the manufacturing industry, innovators, service providers and business leaders spring to mind. Throughout the wide network of businesses aligned to the RBA there is a plethora of services and products available. **Behind many of** these businesses are engineers. from differing organisations, that work tirelessly to help a company

design and build the best products, using design machines and engines.

In short - if it wasn't for the engineering industry - many manufacturing companies wouldn't get very far.

In this RBA engineering feature, we hear from a range of engineering firms in Rosebank. By going in-depth with each business, we learn how they work with customers to design and build specific to requirements. The ever-evolving industry often works with clients throughout a business's life to continue to develop new designs, and where possible, make existing designs work better.

You'll be surprised to hear how much work a small engineering manufacturer can produce. With the right machines and set ups in place, many of the engineering companies throughout Rosebank are pouring through huge amounts of work daily. By understanding what many of the local engineering companies do, we hope you'll reach out to them when your business is next in need of an engineered design and manufacturer.

Within this feature we are showcasing the best engineering companies in the business - each have a proven track record of working with clients to produce outstanding results.

How could they help your business today?

Feature by Alice Cranfield









Mulcahy Engineering

Mulcahy Engineering don't just provide sheet metal and manufacturing services. "We take the time to get to know a client's business and understand their key drivers," says Managing Director Kayne Mulcahy.

This knowledge makes all the difference between being a supplier who simply produces a client's product to spec and being a business partner who looks at those specs and advises on better ways to do things.

Kayne cites an example where a regular client briefed them on a new product. "We broke the design down into its individual components and identified how we could make improvements and reduce manufacturing costs."

This partnership approach has worked well for customers across a wide range of industries since Mulcahy set up business in Avondale in 1980.

Many of those clients have been with Mulcahy for a decade or more – some for as long as thirty years.

"We always talk through a client's concept or design with them to make sure we understand all their requirements. We find out what's important and what are the musthaves versus the nice-to-haves."

A wider team then reviews what can be achieved. "This ensures our designers get input from the teams that will be making the product, so everyone is working from the same page," Kayne says.

A 3D model or prototype is then created and a quote produced for client approval.

Having all of the necessary manufacturing technology and skills

in-house is key to the success of Mulcahy's partnership approach.

Mulcahy's 6000 square metre plant in Charann Place has some of the most advanced technology in the world.

Capabilities include Tube Laser Cutting, Laser Cutting, Punching, Pressing and the full scope of fabrication services such as manual and robotic welding, polishing and machining.

Having highly skilled engineers operating that technology means even the most complex or large-scale projects can be turned around in a short timeframe.



Mulcahy.co.nz Ph: 09 828 2145 5 Charann Place, Avondale, Auckland











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mulcahy.co.nz



Broadway Sheetmetals

Broadway Sheetmetals started in the 1950s along Broadway, in New Market. When it moved to Avondale in the 1960s it kept its name and has been located along Patiki Road since.

Owner, Steve Tusa, started as an apprentice at Broadway Sheetmetals, then owned by his father, and slowly worked his way up to now owning the company. The privately owned company has eleven employees working onsite and specialises in air ducting and general sheetmetal engineering.

The bulk of work involves the manufacturing of Ducts for the air conditioning market and the supply of Duct accessories - both for the commercial and domestic sector.

"We have worked on many projects

over the years," says Steve. "We've been involved with contracts such as the Auckland Airport, The University of Auckland, SkyCity Auckland Casino and Sky Tower, and many KFC store builds."

Also specialising in tailored sheetmetal engineering, the company can manufacture small to large scale projects, ranging from one off jobs to large production runs.

As a side project, Steve started making braziers for himself, friends and family. The response was positive, so the company decided to start manufacturing the braziers and selling to the public.

"Our braziers are different to standard braziers available in stores. Because of this we decided to manufacture directly to the public," says Steve. "By doing this ourselves, we felt we were able to offer the braziers at a reasonable price and have more control around this."

Braziers can be viewed at the sister website:

brazieroutdoorfireplaces.co.nz

For all other enquiries visit their Broadway Sheetmetals warehouse at 60A Patiki Road, Avondale.



broadwaysheetmetals.co.nz Ph: 09 828 6588 60a Patiki Road, Avondale, Auckland











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2Way Industries

2Way Industries Limited began in 2001 after owner and managing director, Jason Way, saw an opportunity to put his sheet metal engineering background to use. Based along Patiki Road, the company specialises in machining and sheet metal engineering.

Since beginning the company, Jason acquired two companies in liquidation and moved them to 2Way Industries to further strengthen the company's offerings. With a staff of 30 onsite, 2Way Industries works with clients both locally and internationally.

The custom sheet metal fabrication and machine turning facility uses state of the art machinery including laser cutting, turret punching, CNC turning, Milling, 5 Axis Mill Turn and the latest tool changing Press Brake Folder. All are linked to a centralized CAD/CAM program and MRP system.

When clients meet with 2Way Industries, the process is streamlined and straightforward. Jason prides himself on the access customers have to both great design and customer service when dealing with his company. He says the results are achieved by a comprehensive design team working towards each client's individual goals.

"When a customer initially comes in with a design in their head, on paper, or with a sample we take this through the 3D modelling and analysis process to see how it fits into the manufacturing process," says Jason. "By doing this, we can give insight into the most efficient way to manufacture for a prototype and begin full production immediately."

A strong design, customer service and manufacturing team is available to aid or facilitate the entire process. As well as machining and sheet metal engineering, the Avondale based

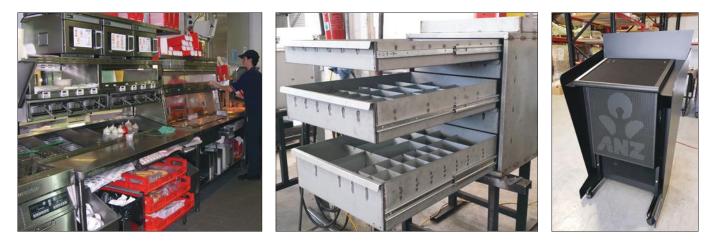


2way.co.nz Ph: 09 828 0045 23 Patiki Road, Avondale, Auckland



2Way Industries are sheetmetal engineers offering precision fabrication capabilities combined with precision metal punching, folding, welding, finishing and 3D modelling services.

Our custom sheetmetal fabrication processes utilise state of the art machinery, including turret punches and press brakes, all linked to a centralized CAD/CAM program. When combined with our experienced engineering staff and attention to detail, this enables us supply our customers with precision parts and assemblies, on time, every time.





2Way Industries Ltd 23 Patiki Road, Avondale 09 828 0045, info@2way.co.nz www.2way.co.nz



company also offers welding and finishing services.

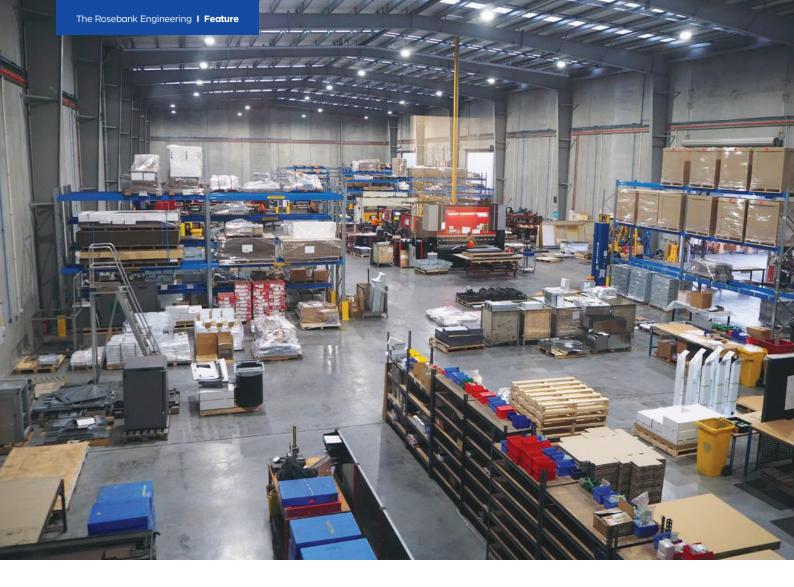
From producing raw materials, and painting, to fully assembling, boxing and shipping, the company is available to cover all your sheet metal needs.

Visit 2Way Industries on 23 Patiki Road, Avondale to discuss your needs today.









Anglo Engineering

When you visit Anglo Engineering, you'll be given a \$2 tour of the factory - refundable at the end - to see how it all works. The company, in its 58th year, moved to the brand new 2,500 square metre premises along Rosebank Road almost three years ago when it outgrew where they were.

Co-owner, Wayne Eccles, has named a large window in the boardroom above the factory, 'the window of opportunity'. From above, one can really understand how the company works. Wayne has put a lot of emphasis on ensuring best systems and flow channels have been put in place.

"All of what we do here has been done in a careful and planned way," says Wayne. "We continue to invest a lot of time into how we can do what we already do, better. It's a win/win for both the customers and Anglo, as these changes often result in improvements to the product, process and cost."

This level of innovation has proven to work for the company. As a major supplier for Gallagher, Anglo Engineering has won the coveted 'supplier of the year' for many consecutive years.

Anglo Engineering predominantly works within the sheet metal space, however, a large amount of their work involves building seismic frames for battery and computer systems. Wayne is proud the company can make whatever a customer requires, giving each item a bespoke edge.

Key values for the company are

based around quality, service and integrity. With the workshop floor being the hub, Anglo Engineering ensures the team is managed with an honest, open approach. They value their people and the contributions they make to further the success of Anglo. Johnnie West, a machine operator, moved into the design team for his understanding on how the

anglo A engineering

anglo.co.nz Ph: 09 620 4128 315 Rosebank Road, Avondale, Auckland



CNC machinery works. As a result, he is now trained in the design systems they use and has brought a first-hand understanding of the floor machinery with him.

Upon completing a tour, it's hard to believe the company has been there under three years. The space is well laid out and has a real rhythm in place, pushing through a huge number of jobs, with the ability for many more.







QUALITY, SERVICE & INTEGRITY EASY WORDS TO SAY, HARDER TO LIVE BY



Anglo Engineering manufactures sub-contract and turnkey sheetmetal components for local and export markets.



anglo A engineering

Contact us to discuss your needs. info@anglo.co.nz or visit us on the web: www.anglo.co.nz



Paynes Aluminium

Paynes Aluminium is a nationally based company, with branches in both the South and North Island. Four years ago, the company opened its North Island branches with one warehouse in Mount Maunganui and another on Rosebank Road.

Paynes Aluminium stocks and distributes a wide range of Aluminium extrusions, sheet, plate, and fabricated products. Apart from their range of standard profiles, Paynes, in consultation with clients, can offer customer specific shapes to suit individual needs.

The Rosebank Road warehouse has an extensive range of ex-stock products available, notably solid rods for machining in 6061-T6 Alloy and geometrics standards. Cash sales for ex stock product is available utilising Eftpos facilities and the team of staff on-site are friendly and knowledgeable. With warehouses throughout the country, Paynes Aluminium has a large range of exstock products to search for when sourcing your requirements.

Located at the roundabout of Rosebank and Patiki Roads, the Rosebank warehouse is easily accessible with plenty of parking. The company also offers delivery services throughout the greater Auckland area.

North Island General Manager, Trevor Brown, says the company deals with a wide range of industries throughout New Zealand: building, scaffolding, partitioning, and transport to name a few. "Thanks to our longstanding experience, we are able to offer a wide range of services and solutions," says Trevor. "We also offer surface finished products, anodizing, powder coating and fabricated products."

Paynes Aluminium originated in Mosgiel in 2004, the company has grown to become a comprehensive aluminium supplier throughout New Zealand. With extensive industry knowledge, the privately owned company enjoys building personal relationships with its customers.

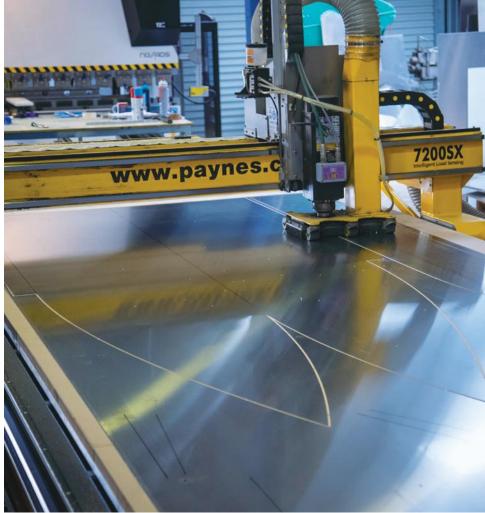
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Enterprize Steel

Enterprize Steel Ltd is proud to be part of the Rosebank community. Since starting in 1994, the company has actively enjoyed the positioning and support from the local business network.

The Rosebank Road based company specialises in the fabrication and erection of structural steel and metal work both nationally and internationally. Co-Director and part Owner, Sarath Fernando, says quality work, friendly staff, and programmes delivered in a safe manner are driving forces behind the company's ethos.

Receiving many tender packages through large contractors such as Fletchers, Dominion and Masons, Enterprize Steel has earned the company a reputation it is proud of. Sarath says there is a long process with clients from start to finish for each project.

"From receiving initial structural and architectural drawings, to bidding for the tender, to seeing the project through to its completion, we are with the client through the whole process," he says.

Of interest to the RBA community, Sarath talked us through the works involved with two building projects at the New Lynn Merchant quarter.

"The first project involved large quantities of Corten steel to give the carpark a rusty look. This look was achieved as Corten steel contains a higher percentage of copper than found in normal steel," says Sarath. "The second project in the same area was the extension to the LynnMall building, consisting of five cinemas and the Brick Works eatery."

There are 85 to 100 staff at any given time. Enterprize Steel does site erection of all buildings with its own machinery and equipment when contracts are undertaken. The company is a SCNZ certified steel fabricator, a member of Site Safe and has a Site Wise assessment score of 85+.



entsteel.co.nz Ph: 09 828 2224 583 Rosebank Road, Avondale, Auckland



Specialising in fabrication and erection of structural steel and metalwork.





ENTERPRIZE STEEL LTD

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www.pathwaystrust.co.nz

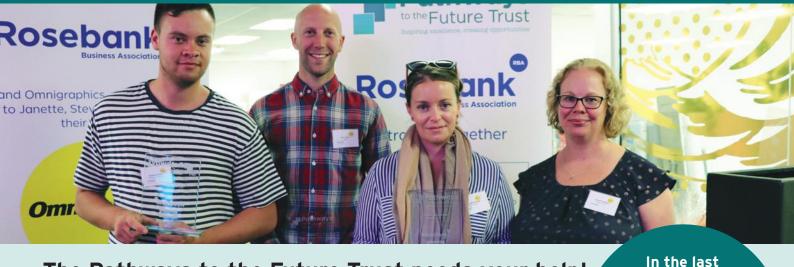
Pathways to the Future Trust Awards

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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"

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



\$100







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