

Issue 176. July 2021

# Round about.

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Artist's impression

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## Contact

**Sunil Bhana**

021 938 660

[sunil.bhana@bayleys.co.nz](mailto:sunil.bhana@bayleys.co.nz)**Mark Preston**

027 393 9286

[mark.preston@bayleys.co.nz](mailto:mark.preston@bayleys.co.nz)**Sam Raines**

021 0286 6812

[sam.raines@bayleys.co.nz](mailto:sam.raines@bayleys.co.nz)**Stuart Bode**

027 493 6223

[stuart.bode@bayleys.co.nz](mailto:stuart.bode@bayleys.co.nz)

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**Cover:** Chris Merlini and Justin Bennett from TWR Media.

With thanks to our partners ...



### EDITORIAL AND ADVERTISING ENQUIRIES:

Phil Clode,  
GM Business Development  
Mobile: 027 448 7009  
E: phil@rosebankbusiness.co.nz

### ROSEBANK BUSINESS ASSOCIATION

18 Jomac Place, Rosebank.  
PO Box 151190, New Lynn, 0640, Auckland  
Phone: 09 820 0551  
E: info@rosebankbusiness.co.nz

[www.rosebankbusiness.co.nz](http://www.rosebankbusiness.co.nz)

[www.facebook.com/rosebankbusiness](https://www.facebook.com/rosebankbusiness)



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# From My Perspective

RBA CEO **Mike Gibson** gives his perspective



**Mike Gibson,**  
RBA CEO

## The recipe for success

On the political front in recent times we have been treated to some interesting positions and developments. Back in May finance minister Grant Robertson presented the Labour Government's second Covid related budget without any great fanfare but with a steadily increasing financial commitment to support the Jacinda led Wellbeing initiative. It's not for me to be critical of this initiative or of how it is and will continue to be funded. The strategy is

very clear and within this Government's socialistic philosophy which reminds me of Arnold Nordmeyer in 1957 (the then Labour Minister of Finance) who singlehandedly ensured they would be a one term Government by simply taxing from the centre to the right to fund the poor or apparent poorer. Now, whether that funding comprised increased welfare payments, more social housing (yes that did exist in the late 1950's) or the Pacific Island migration policy to import cheap labour, the influence and impact on the genuine hardworking taxpayer was immense.

And so today you may ask "what's changed"? On the surface not a lot but dig a little deeper and with more time the transition between the haves and have nots is equally immense. The tragedy is while we are teaching and coaching our young people that free is okay, sustainability in the workplace to prove one's self is no longer a pathway to their futures. The prevailing attitude is not one of work hard and build your life for tomorrow but spend now and if and when I fail wellbeing will be my salvation.

Now the problem with wellbeing based initiatives is that no one wants to pay for it and the inherent difficulty with this is, it is so hard to define what works and is worthy of repeating and what isn't. Under the sustained management of RBA's Executive Engagement Manager Kim Watts a number of community

based projects such as free health checks for all staff and the Rosebank Business Challenge have been initiated with resounding success and this has led the RBA (the first BID in NZ to respond to the Wellbeing challenge) to provide sustainable funding within their P&L balance sheet for the coming financial year.

This is on the back of seeing the RBA membership level being sustained, seeing joint venture community based events pull together our business community with wellbeing based initiatives not previously experienced, wanted or delivered and we are committed to ensuring that even with a reducing Covid impact these projects are continued.

On a closing note and with some humour I'm joyed by the return of Winston to the political fray, not so much in what he is challenging (that is the return of many National voters who fled to Labour on the back of uncertain leadership and management from National) but the thought that NZ First, ACT and perhaps those migrant National supporters might just provide Jacinda with a competitive, well lead, transparent and smart coalition opposition. How say you?

Cheers and continue to stay safe!  
Mike Gibson  
Chief Executive  
Rosebank Business Association.

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# From My Perspective

RBA Board Member **Hamish Mackie** gives an insight into his world



## Hamish Mackie

**CEO - Fullworks International**

### History of your business and family life?

My father Bob purchased Fullworks in 2001. I have been working in the business since 2014 and became the CEO and director in 2016. I brought with me seven years within Lion Nathan retail and 13 years with Foodstuffs in a variety of management positions looking after New World, Pak'nSave and Four Square groups.

Within that time, we have opened Fullworks International PTY LTD in Australia to service our clients even better, as well as offering Australian businesses our services at a local level.

Over 80% of our clients are overseas based businesses that want to do business throughout Australasia, so we deal with many different nationalities over many different time

zones.

I am married with three children aged 17, 15 and 12 that keep me very busy with sport and school activities. In the summer I coach my daughters' rowing at high school and in winter I help out with my son's rugby team. On top of that I enjoy attending group fitness classes in South Auckland where I live.

### What does Fullworks do?

Fullworks was born out of the direct mail business but has transformed into a total fulfilment service provider. We offer everything from customised 3PL fulfilment and marketing solutions to a virtual subsidiary office including temperature-controlled storage, customer service and campaign management.

We make other people's lives easier by doing the donkey work and allowing business owners the freedom to drive their business. Simply, we deliver today so that our clients can deliver tomorrow.

### What makes Rosebank a great place to work?

Rosebank is a great place to have a business. Rosebank is close to the city and the port as well as being handy to the motorway allowing easy access to the airport and anywhere else in the Auckland area. This allows for our containers to be easily transported and our overseas clients

to visit us effortlessly when they are in the country.

My staff are all local and have very little travel to get here, and bus stops are a short walk to Timothy Place where our business is located.

There are a huge variety of businesses in Rosebank which cover a large cross section of the business community. There is always something going on in Rosebank, it's a busy place all of the time creating a bright vibrant business community.

### What attracted you to the RBA?

We wanted to continue to be part of the local community and the RBA was the perfect conduit to do that. My father Bob was a previous

RBA Chairman, and with that history, it made sense to

continue to be a part of the association.

I got involved on the board as I wanted small businesses to continue to be heard, and to expose myself to other businesses within the Rosebank area.

Expanding my local network through the RBA

has not only benefited my business but my own personal growth and business acumen by gaining knowledge and support from other business owners. The ongoing professional development offered by the RBA has also been invaluable over the past seven years and I think is underutilised by its members.

**We make  
other people's  
lives easier by  
doing the  
donkey  
work.**



# Whisky

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2021 EDITION

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**Jim Beam**  
DEVIL'S CUT, BOURBON WHISKY, USA

**Profile**  
When bourbon ages, a portion of the liquid evaporates through the barrel and up toward the heavens. Believed to be angels claiming their dues, this has been dubbed the "angel's share". Jim Beam Devil's Cut is not that portion. Instead, it's made from the liquid that gets trapped deep inside the wood of the barrel—the devil's share. And through Jim Beam's proprietary process, they've found a way to extract it.

**Tasting Notes**  
Jim Beam takes the liquid extracted from the barrels, blends it with extra-aged Kentucky straight bourbon whiskey and bottles it at 90 proof to create a premium bourbon with extra depth and complexity. Designed to be enjoyed neat or on the rocks.

**Nose**  
Intensely woody, fresh oak and a whole heap of vanilla spice.

**Taste**  
Full-bodied with intense oak and vanilla notes.

**Finish**  
A deep char aroma with a smoky backdrop to finish.

**Jim Beam**  
BLACK LABEL, BOURBON WHISKY, USA

**Profile**  
Jim Beam Black is, and always will be, extra-aged to taste and bottled only when it's just right. The result is a full-bodied bourbon with an extra level of elegance and refinement that's meant to be sipped and savored. The premium, 60-proof bourbon whiskey spends its years longer being aged in American white oak barrels than original Jim Beam. It's those extra years of aging that give Jim Beam Black its full-bodied flavour with notes of smooth caramel and warm oak.

**Nose**  
Traditional bourbon nose of caramel, vanilla and spice. Some wood drives, more than in the white, and it comes across less medicinal and more earthy. Hints of baked pastry and a bit of corn and yeast.

**Taste**  
Caramel and oak followed by vanilla and a robust Jim Beam spice. Citrus, dark fruit preserves and a bit more of that corn and yeast from the nose round out the palate.

**Finish**  
Woody caramel slowly fades to oak and vanilla.

**Jim Beam**  
KENTUCKY STRAIGHT BOURBON WHISKY

**Profile**  
Jim Beam's White Label, Jim Beam's Original, is a classic bourbon. An aging process of four oak barrels gives Jim Beam its elegant character. Its mashbill is comprised of 80% corn, 10% rye, and 10% wheat. This is Jim Beam's entry-level on the rocks or mix it up in any number of cocktails like a spring. Jim Beam's extra ageing creates an refined whiskey that pleases with

**Tasting Notes**  
Savory vanilla aroma, this ribbon brings mellow hints of caramel, a flavour with a lightly sweet, roasted

**Nose**  
nose of oak, vanilla and a spicy

**Taste**  
mellow hints of caramel and oak and a robust Jim Beam spice.

**Finish**  
the sweetest to finish.

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# Rosebank Advocates

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



Dr Grant Hewison

## Ministry of Transport's Hīkina te Kohupara - Kia mauri ora ai te iwi Transport Emissions: Pathways to Net Zero by 2050 - Auckland Council's submission

The Ministry of Transport's discussion document, Hīkina te Kohupara - Kia mauri ora ai te iwi: Transport Emissions: Pathways to Net Zero by 2050 (Hīkina te Kohupara), sets out a system-wide approach to shift Aotearoa/New Zealand's transport system onto a zero emissions pathway.

Hīkina te Kohupara was released on 21 May 2021 and submissions close on 25 June 2021. The discussion document will contribute to the government's overall Emissions Reduction Plan, which must be completed by December 2021.

Auckland Council recently considered Hīkina te Kohupara and has proposed making a submission.

Nationally, the transport sector is responsible for 47 per cent of total domestic CO<sub>2</sub> emissions, and 19.7 per cent of total greenhouse gas emissions. Without a largely decarbonised transport system, Aotearoa will not be able to achieve its net zero carbon by the 2050 target.

Hīkina te Kohupara takes a systems approach to emissions reduction and identifies opportunities to reduce emissions across three themes:

- Theme 1: Changing the way we travel.
- Theme 2: Improving our passenger vehicles.
- Theme 3: Supporting a more efficient freight system.

On Theme 3 - Supporting a more efficient freight system, Hīkina te Kohupara gives consideration to:

- Greening supply chains: Government is starting work on a National Supply Chain Strategy which will consider opportunities to reduce supply chain emissions for Aotearoa. Some initiatives that could be applied in Aotearoa include optimising freight routes, equipment and vehicles, and making better use of data.
- Low emissions freight modes: Shifting some of the freight task to less carbon intensive modes such as rail and coastal shipping will help to reduce transport emissions.

- Decarbonising freight vehicles: While there is a high degree of uncertainty around the timeframe in which zero emission freight vehicles will be commercially available, initiatives such as increasing the uptake of alternative green fuels (e.g. biofuels), electrification, and/or green hydrogen are progressing.

In this regard, Auckland Council notes that Auckland Transport already engage with the freight industry to support greater efficiency through a range of measures. Hīkina te Kohupara additionally supports freight efficiency. Improved efficiency and reduced excess capacity would result in less greenhouse gases as less trips and vehicles will be needed to move the same amount of freight.



Hīkina te Kohupara also emphasises the switch from road freight to rail and coastal shipping as a means of reducing overall emissions from the freight sector. It also focuses on improving the efficiency of fossil fuel heavy vehicles, with limited consideration of electric vehicles due to the lack of suitable technology. Auckland Council says that this view on technology is valid for long-haul road transport, but not for short-haul, which is the vast majority of freight tasks in Auckland. Auckland Council says electrification is already available for many of these short-haul freight tasks and Hīkina te Kohupara needs to consider policy to support the rapid uptake of electric vehicles for these short-haul tasks.

In 2020 Auckland Council endorsed Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan, establishing a goal to halve Auckland's greenhouse gas emissions by 2030. On-road transport is the largest source of emissions in the Auckland region, generating about 38.5 per cent of all emissions in 2018. If Auckland is to halve all greenhouse gas emissions by 2030, it must actually reduce transport emissions to zero by 2030.

While consideration of these matters will involve challenging trade-offs, Auckland Council says it is crucial that any decisions being made reflect Auckland Council's commitments to reduce transport emissions. Auckland Council says the freight industry will play a significant role in whether these goals are met.



# IT'S HOW GOOD HAPPENS IN WEST AUCKLAND

## For lease



35 Timothy Place, Avondale

Max McCarthy



3019 Great North Road, New Lynn

Max McCarthy



131C Lincoln Road, Henderson

Meir Alfassi, Peter Jeromson



41 Keeling Road, Henderson

Sam Russell

## Recent transactions



**SOLD**

35 Portage Road, New Lynn



**SOLD**

31 Lincoln Road, Henderson



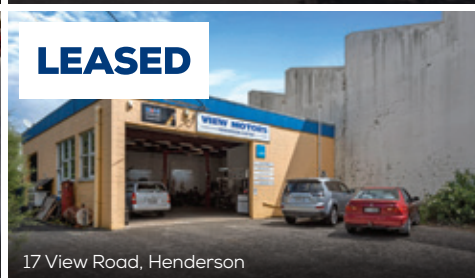
**SOLD**

4D Amokura Road, Henderson



**LEASED**

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**LEASED**

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**LEASED**

23 Bancroft Crescent, Glendene

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Scott Whitten  
021 685 063



Sam Russell  
021 253 6421

# Kim's Corner

**Kim Watts** RBA Membership Engagement Manager  
Phone: 021 639 509, [kim@rosebankbusiness.co.nz](mailto:kim@rosebankbusiness.co.nz)



It always feels nice to give back to your community and on Friday 11th June staff from Regal Beloit and the Rosebank Business Association volunteered to help at Fair Food based at 2/624 Rosebank Road. Fair Food obtains surplus food that would otherwise go to landfill and re-distributes it to people in need. The approach and overall model tackles both social and environmental issues at the same time.



We were greeted by Veronica, Toni and Tracey who walked us through safety procedures before leading our teams into the warehouse and workstations.

Not knowing what to expect was part of the hype as anticipation-built whilst waiting for the truck to arrive with the food to be sorted. Our group was divided between three sorting tables – two sorting fresh produce with the third sorting dry products. The rule of thumb was that when picking up a piece of produce you

asked yourself “would I eat this?” If yes it went into one of the picked boxes, if not then it went into a blue compost box.

Fair Food are big on minimalizing waste and that is why they created a banana bread recipe and a designated time for a team to work in the kitchen on food prep from the compost bins.

Fair Food presented us with a report on our contribution to helping feed people, not landfill.

- We donated 24 hours of our time, - 12 volunteers.
- We hand sorted 1109 kilos of good food.
- This equates to feeding our community with 3169 meals.
- By saving good food from going to landfill, the team helped protect Papatūānuku by reducing carbon emissions by 863 kilos.

The two hours flew by with everyone thoroughly enjoying the experience and a new appreciation of how we can be helping each other to become stronger together in more ways than one. The group enjoyed it so much that they are keen to do it again.

Fair Food informed me that they started recording volunteering hours back in November 2020 and their

volunteers have contributed 2,381 hours of value and time to our community and planet. This equates to hand-sorting over 62,000 kgs of food creating 178,000 meals for our community, which are all going to feed people, not landfill.

Reasons are varied as to why people volunteer, with some people wanting social connection, or to be more independent, and some to give back to their community or help with mental wellbeing.

Schools are also getting behind Fair Food and have regular student volunteers from local schools including Waitakere College, St Dominics and further afield Dilworth School and the Equippers College - all learning about the importance of service in the community.

The wonderful thing about volunteering is that you meet such a diverse range of people. Fair Foods youngest volunteer is 12 years old and their oldest is 81, they come from all spheres of life and include lawyers, mums, boat builders, educators, and the police. They also provide opportunities for people with disabilities and have worked hard to create a welcoming, safe environment for all.

Fair Food offer volunteering opportunities Monday - Friday as food sorters or food rescuers to assist on their trucks as well as other good deeds including washing of trucks, painting, and general housekeeping around the Hub in Rosebank. They average 10 volunteers a day, five days a week with a maximum of 12 people each day. **If your interested in helping out, contact [volunteering@fairfood.org.nz](mailto:volunteering@fairfood.org.nz)**

Other news, if you haven't already noticed, we have a new Rosebank plinth down on Patiki Road outside Preston Hire welcoming visitors to the area. We will be looking at some stage in the future to put a corresponding plinth down the other end as well.





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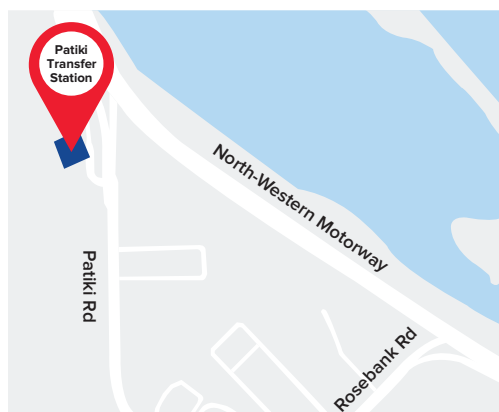
- Large commercial sites
- Construction and demolition waste
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## PATIKI ROAD TRANSFER STATION

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Sunday: 8.00am – 4.00pm



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# Rosebank News

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

## Art meets Opera mid-winter concert

Internationally renowned artist Stephen Bambury will open his studio in late July to host two nights of opera and music in an Art meets Music mid-winter benefit celebration of creativity. Hear some of your favourite opera arias, some wonderful music and some things you might not have heard before.

The artists performing have all been hit hard by covid; two of them have had to return home from overseas careers and so this concert will help to fund them to continue living until their careers resume.

Soprano **Natasha Te Rupe Wilson** will be performing, who has returned home from singing with the Pittsburgh Opera Company. She has recently starred in Wellington opera's production of Don Giovanni by Mozart, and in the APO's recent Fidelio by Beethoven. Natasha, who is Te Arawa, lives in West Auckland. She is also a past winner of the Circle 100 scholarship for young singers.

Also appearing is bass-baritone **James Ioelu**. James returned from London where he appeared with the English National Opera, Dutch Opera, Teatro Romano in Italy and the San Francisco Opera Orchestra. His career has been supported by the Kiri Te Kanawa Foundation.

Instrumentalists include cellist **Hyelin Kim**. Hyelin won the 2020 Gisborne International Competition as well as several other competitions. He made his debut with the NZSO and the Christchurch Symphony Orchestra.

**Flutist Luca Manghi** is a well-known musician on the New Zealand orchestral scene. He plays with all the professional orchestras and teaches at the University of Waikato. He is a specialist in 19th century flute music.

**David Kelly** is an internationally recognized pianist who has accompanied many famous singers. He is well known for helping young musicians prepare for concerts such as this.

**Tickets:** \$50.00 each (includes a glass of wine) available from  
**Eventbrite:** <https://artandopera.eventbrite.co.nz>

**Dates:** Thursday 22 July & Sunday 25 July 2021, 7.30pm

**Venue:** Studio of Stephen Bambury,  
24A Saunders Place, Avondale

*Ticket proceeds go towards the artists performing whose careers have been hit hard by covid.*

## Crime Stoppers

My name is Constable Campbell from the Avondale Communities Policing Team. I would like to address the importance of making sure you tell police about any incidents of concern which may have recently occurred.

Unfortunately, crime is happening all around Tamaki Makaurau and we rely on you to report incidents to the Police. We will need to gather as much evidence and detail as possible e.g. CCTV footage, so we have every opportunity to locate the offender(s) and hold them accountable for their actions. This may mean less victims and a chance of property being returned to its owner.

The Police Intelligence Team gather all incident information to work out patterns and details to identify hot spot areas and suspects. This helps our policing team to prevent crime from happening or continuing by conducting prevention work.

Property crime can have a devastating impact. Here are some simple steps you can take to be as safe as possible:

1. Always lock your vehicles.
2. When out and about keep your belongings secure and close to you.
3. Keep valuables out of sight – if it can be seen it can be a target.
4. Secure all doors, windows, sheds, garages with good quality locks.
5. Install CCTV if possible.

6. Good lighting - ensure good lines of sight (keep bushes and trees trimmed).

**Protect your tools** - do not leave your tools or valuables in your vehicle, keep them secure and out of sight.

- Engrave your tools with your driver's licence number. This way if it is found it can be returned easily.
- Record serial numbers and keep the list in a safe location.
- Secure your tools using good strong locks.
- Report any suspicious activity to the Police.

If you need Police assistance there are many ways to get in touch. We are available 24/7.

**111** - When you need an immediate emergency response from Police, Fire or Ambulance.

**105** - to report things that have already happened and don't require urgent Police assistance.

**\*555** - to report road incidents that are urgent but not life threatening.

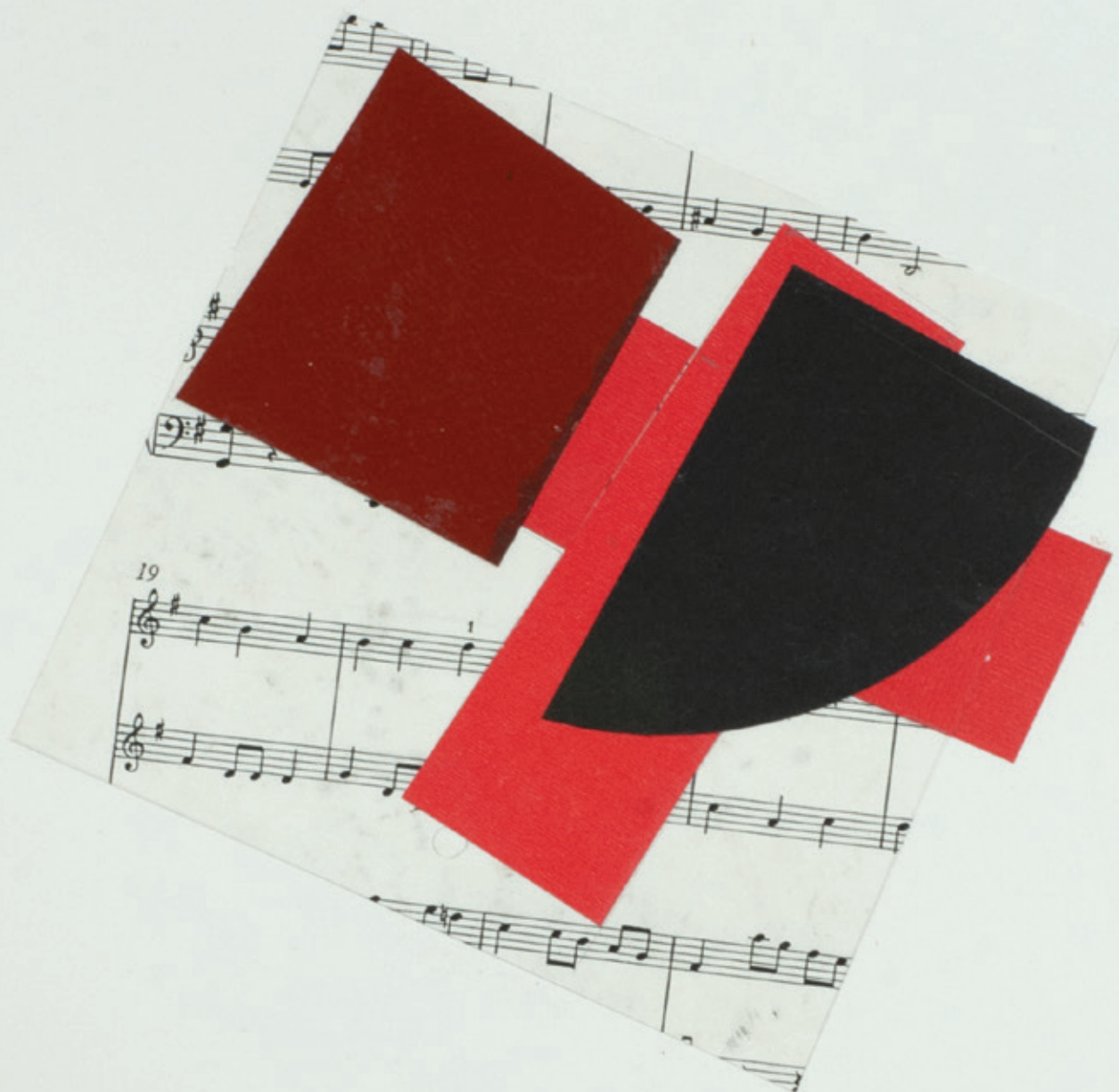
**Crime stoppers** - call 0800 555 111 to report a crime anonymously.

Reporting crime in person - visit your local Police station.

Be safe, feel safe.







# SYMPHONY (n.)

## MIDWINTER BENEFIT CONCERT

*A night of Italian opera and music, raising funds for musicians unable to travel due to Covid*

FEATURING

**JAMES IOELU, DAVID KELLY, HYEIN KIM, LUCA MANGHI & NATASHA TE RUPE WILSON**

7:30 PM

THURSDAY 22 JULY  
& SUNDAY 25 JULY, 2021

*Tickets: \$50 adult, \$35 student from Eventbrite*

HELD IN THE STUDIO OF ARTIST STEPHEN BAMBURY, 24A SAUNDERS PLACE, AVONDALE

*Supported by the Rosebank Business Association*

## The Tile Depot hosting – Wednesday 26th May 2021

Rosebank businesspeople were welcomed into the dazzling showroom of The Tile Depot at 662 Rosebank Road to host a business showcase. Adorned with tiles of all shapes and formats (in fact they stock over 1000 lines), as well as bathroomware and laminate flooring, there's a lot to look at and admire.

Store Manager Tessa Clarke was excited to profile their company, meet their business neighbours and make connections. As with many of the RBA hostings, attendees were surprised to find out who is in our thriving area.

In the past suppliers have been changed because, via a chat at a hosting, the same stock can be supplied from down the road rather than across the nation, saving them time, money, and emissions.

Guests were treated to delicious canapes from Piccolina and refreshments from Babich wines.

RBA CEO Mike Gibson opened the night acknowledging the importance of coming together and making associations within the business community. He made special welcome of the new faces attending the hosting, and those attending from our partners and Board.

Tessa Clarke introduced her team of four who included Kale Ramoni, Leigh Chant and Shane Teekamp. Also in attendance was their National Trade Manager David Moore who has been with the Tile Depot for eight years. Tessa herself has been with the Tile Depot for five years, and in the year and a half she has been at the Avondale showroom it has seen a significant upgrade and taken on lines of bathroomware and laminate flooring in addition to tiles. A recent development is the addition of a room of highly specified tiles and information for commercial customers and designers.

Proud of their family heritage and established in 1995, Avondale is one of 14 locations. As large importers, the Tile Depot land over 400 containers per annum and hold approximately \$4.5m of inventory.

Thank you to Tessa and her team for being terrific hosts and to all RBA members who attended.

If your company is interested in holding a hosting with the RBA please contact [anouschka@rosebankbusiness.co.nz](mailto:anouschka@rosebankbusiness.co.nz)



Tile Depot Manager Tessa Clarke  
receiving a gift from Phil Clode



Caro Wedding, Paul Harris and  
David Powell



Alex Vallings, Lyn Holland  
and Bruce Roberts



Tessa Clarke, Jason Biggs  
and Leigh Chant



Kerrie Subritzky and  
Tegan Dunlop



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# TWR Media

Making engaging videos for local businesses

**If you search online about the benefits of using video content for your company, you'll be left with no question in your mind that video is the way forward. From better engagement to higher sales, and a better understanding of how your company operates, video as a platform should be a no-brainer when it comes to your company's marketing strategy.**

TWR Media, based on Rosebank Peninsula, specialises in making engaging video content for Kiwi businesses. With a strong history in the media space, the company is well known for its range of top selling publications and brings a deep experience in both media and video to the table.

"We aren't simply a video making company," says Chris Merlini, TWR Media's brand and content solutions specialist. "We are part of a wide communications and content production umbrella, bringing together editors, writers, photographers and contributors. Because of this we understand how video can best work for your company and we aim to take the barriers out of producing great video content."





Video work in all shapes and forms

The company makes brand videos, corporate videos and marketing videos and helps to build social media campaigns for businesses small to large.

"We produce consumable videos for real world businesses," says Chris. "We work with many companies that have never used video before and help show them measurable results."

When a client approaches TWR Media, the team will first look to understand the client's audience. From here, a dedicated team will build a plan to best utilise a range of formats to reach an intended audience. This could be a series of small videos telling a story over time, or a one-off promotional video for example. The company understands no business is the same, and all video work is approached in a tailored, bespoke way as a result.

For TWR Media's creative director, Justin Bennett, helping to script the messages authentically is important. He understands being in front of a camera can be daunting for some, so says the job of him and his team is to make the process as comfortable as possible, and as a result, delivers effective messaging through the videos.

"We strive to get the authenticity of a

business's message across in the video," says Justin.

Justin is no stranger to video. Before joining TWR Media, he worked extensively in the music industry, creating video that pulled viewers in visually.

With clients across a range of sectors from fashion to cookery, tourism, training, and the machinery industry, TWR Media has proven they can work with any business.

As well as delivering high-quality engaging video, TWR Media is affordable, with a one-minute video being made in Auckland starting from around \$495 from start to finish.

"Consumable video should be part of a company's ongoing strategies," says Chris. "If you want to move the dial, you need a video to show people along your entire journey. This can be done in lots of little segments, giving company's content stories to post over time or through longer, one off formats."

TWR Media have and continue to work with a variety of RBA businesses to produce engaging video content and Chris says the local business community is important to them.

"As we've been involved with the Rosebank Business Association we've been blown away by the vast range of businesses in the area. We want to work with businesses in Rosebank and help them deliver engaging video contact."

With the team having a deep history within the media industry, TWR Media offers a bespoke solution, quickly. Chris says the team works at speed, understanding the client, creating content and delivering video with a human connection.

For any business wanting to take its sales and marketing to the next level, TWR Media is keen to meet with you. The local, highly professional and deeply experienced team is ready to help your company make great video now.

For more information contact, [twrmedia.co.nz](http://twrmedia.co.nz) or Chris Merlini 021 371 302



# AFFORDABLE VIDEO PRODUCTION



**TWR Media specialises in creating top-quality video content to suit all budgets**

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# Port Rosebank Container Terminal

A major port was envisaged at the end of the Rosebank Peninsula. But this was not the only strange proposal for Motu Mānawa/Pollen Island. Twice before, the idea of an aerodrome on the island had arisen. After Wayne Brown's recent RBA event about the politics and practicality of moving the Port of Auckland, it is fascinating to think that Pollen Island was considered as a possible site for a major port from 1947 to 1989. Dumb ideas are not a new thing!

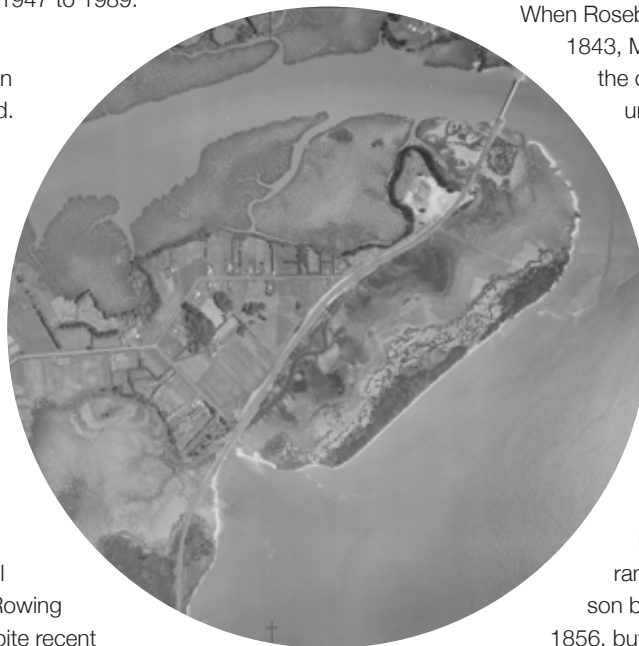
Motu means island, and Mānawa can mean mangrove. This is Pollen Island. The other island that is overrun by the motorway is Motu Te Kou. This means "fishhook." It is Traherne Island.

The islands that today are straddled by the North-western Motorway have long been part of the transport network. In pre-European times, waka would have paddled past the shell bank island on their way up and down the Whau to the intercoastal portage to the Manukau. The paddling tradition on the Whau is still maintained today by the West End Rowing Club on the Saunders Reserve, despite recent challenges to their lease.

For Ngā Pāoa, their tradition says that the mudbanks between the island and the mainland were used as a burial ground, to preserve bodies. There were some remains that were disturbed during motorway construction in the 1950's.

There are no remnants of permanent settlement in the area by

Ngā Pāoa, Te Kawerau a Maki, Te Waiohū or by Ngā Whātua, but there are remembered traditions linking it with the greater surrounding area used in general food gathering and fishing. It is here that Avondale's earliest historically dated event occurred, the battle at Te Rangimatariki between Ngā Oho, Te Taou and Ngā Pāoa in 1792.



Picture of Rosebank  
in 1955

When Rosebank Peninsula was surveyed in 1843, Motu Mānawa does not appear on the damaged map. The island remained unnoticed when the HMS Pandora surveyed the area in 1854. The earliest map of the island dates from 1857. Even now, commuters struggling along the motorway are largely oblivious to the wilderness between them and the sea.

Dr Daniel Pollen purchased the island on 10 March 1858. After that, it became known as Pollen Island - after the man, not bees. Pollen had brickworks on Rosebank Peninsula, and he also ran some sheep there. Pollen had a son born at his Rosebank property in 1856, but shortly after they were living in Eden Crescent.

He served as native minister, colonial secretary and, as the country's ninth premier, for a seven-month period in the mid-1870s while Julius Vogel was overseas. He was also the editor of the New Zealand Times newspaper.

Mining of shell and sand from the two islands lasted 80 years. There was a never-ending supply of shell being constantly





Photo: Darryl Torckler

## by John Subritzky

washed ashore from the extensive cockle beds. A Mr Potterill offered to supply shell to the Avondale Road Board in 1915. Then Thomas Edwin Roe, called “Shellback Roe” by locals, burnt shell from Pollen Island to sell as lime.

The Avondale Road Board offered to purchase the island from the Pollen Estate in August 1915, but that was declined by the Public Trustee. Three years later the Road Board finally succeeded and progressed with their plan to build a bridge and tramline to extract shell. The budget was raised to £300 in the 1919-1920 financial year, on a £ for £ basis. Once completed, small carts were pushed from the Domain (where the motor racing track is now) out to the edge of the shell bank. They were filled and pushed back to the mainland.

In a typhoid epidemic in 1922, lime from Pollen Island was shipped to the Point Chevalier mental asylum and used to decontaminate freshwater springs. By 1941, the island’s formal shell-gathering days appear to have been over. A rifle range was set up on Rosebank Domain in August 1941. “The direction of fire is from the embankment, about 150 yards inside the reserve to somewhat west of Kauri Point, and over Pollen Island. All persons are therefore warned to keep clear of this area.”

Potential use of the island as the site for Auckland’s aerodrome was first mooted at an Avondale Borough Council meeting in November 1923. In July 1929, canal promoter, David B Russell planned to reclaim land around the island for an aerodrome. By March 1930, Pollen Island was on the short list of proposed sites for Auckland’s aerodrome. City Council engineer James Tyler reported back unfavourably regarding the airport idea to the Council on the remote site that at most was “4ft above high water.” The aerodrome idea was briefly revived 40 years later in October 1969 when the Waitemata Aero Club wanted to use the island. We can all be glad that Mangere eventually became our international airport!

Pollen Island was sold to the Harbour Board in 1957 for £300. A 700-acre reclamation was planned and in July 1974, Pat Eyre, Waitemata delegate to the Harbour Board, pushed for Pollen Island to be developed as a container port. The Harbour Board’s general manager Bob Lorimer felt that a port development at Pollen Island was of “national significance.”

For many years mangrove wetlands around both harbours were reclaimed by using them as landfills. They were eyesores that needed to be covered over, not ecological assets. Forest and Bird mounted a campaign for a reserve and in 1993 Ports of Auckland agreed to lease the island to them for \$10 per year. Then “Motu Mānawa / Pollen Island Scientific Reserve” was gazetted in September 2006. It was the only marine reserve in NZ that had a motorway running through it!

Mud snails and mud crabs provide a sea food feast for the shore birds. These include spoonbills, dotterels, wrybills, oystercatchers, pied stilts, white-faced herons, shags, and godwits. At the high tide mark there are salt marsh plants. Then a metre further back there are coastal shrubs. The vegetation zones get compressed over a short distance!

Now the island can only be accessed on foot by going under the Whau motorway bridge and slogging across the mudflats at low tide. The rich diversity of shoreline birds and flora is largely protected from both pests and humans because it is cut-off by the motorway. This is a surreal disconnection from the surrounds - the Sky Tower, the Harbour Bridge, and the valuable real estate of Te Atatu and other suburbs.

Sometimes we don’t realise what we have until we lose it. I’m glad that we didn’t lose Motu Mānawa/Pollen Island. Wayne Brown could be right. Landfills and Ports no longer belong in our harbour.

*Based on research by Lisa Truttman.*



# Member Profiles

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



## Oculus

### High-performing, innovative architectural engineers

Oculus Architectural Engineering Ltd is an engineering and design company based in Wellington, Queenstown and have their head office located in Rosebank Road, Auckland.

Co-founders and owners James Powers and Shawn McIsaac have strong, international best-practice backgrounds in building design, construction technology and architectural engineering, as well as comprehensive knowledge of the New Zealand Building Code and consent processes. Alongside James and Shawn is a highly qualified and experienced team of 16, that continues to rapidly grow.

Oculus specialises in building cost-effective, high-performing, innovative and integrated buildings that have low lifecycle costs and are created with their intended occupants in mind. Using science to design better buildings, the team has expertise in the design of roofs, walls, windows, and waterproofing to make sure the outside stays out, and the inside stays in.

Not only is the team highly experienced but they have an unanimous passion for building, and not just building, but building right to ensure Kiwis can live in warm, dry and comfortable homes. Determined to challenge the status quo of New Zealand's current industry attitude 'she'll be right' - Oculus continues to push boundaries and replace the status quo with experience, knowledge and results. Whether it's airtightness testing, engineering judgement, energy modelling, waterproofing design, building envelope design or passive house design, Oculus can help.

Their new location on Rosebank Road has full façade testing facilities providing the team with the ability to test onsite, and prove products and systems perform as they should in a real-life dwelling.

As an industry leader, Oculus prides themselves on sharing their knowledge, and have an abundance of downloadable resources on their website, a podcast named 20 Degrees, and plenty of quality debates on LinkedIn.

Oculus  
515 Rosebank Road, Avondale.  
Phone: 09 820 0364  
[info@oculustld.co.nz](mailto:info@oculustld.co.nz) | [oculustld.co.nz](http://oculustld.co.nz)

## Wrap 'n' Pak

**Wrap 'n' Pak is a New Zealand packaging company established in 1970 and still going strong.**

Located in New Lynn, they offer a superior packaging service covering every option from shrink wrapping, industrial light assembly and promotional packaging to heat sealing and point of sale preparation. To top this off, they have a very quick turn-around time and deliver throughout the north island. Wrap 'n' Pak is a social enterprise company offering friendly customer service and competitive rates.

### Why you should deal with Wrap 'n' Pak:

Operating from the principles of economic social justice, Wrap 'n' Pak has a strongly focused enthusiastic team with attributes of honesty, integrity and loyalty. They have highly skilled managerial and supervisory staff offering one on one personal service to customers to ensure that an exceptional quality of standard occurs across the entire workforce. Wrap 'n' Pak make certain that the principles of fairness, respect and collaboration underpin their business operation.

### Contact Wrap 'n' Pak for obligation free quotes:

Located on the corner of Clark Street and Hetana Street, Wrap 'n' Pak offers competitive rates for larger orders as well as a quick turn-around for small and/or one-off jobs.

Please phone Mark Van Der Ross,

Senior Contract Supervisor on 09 440 6991 or 021 352 758.

Email: [mark.vanderross@waitematadhb.govt.nz](mailto:mark.vanderross@waitematadhb.govt.nz)



Wrap 'n' Pak  
12 Clark Street, New Lynn, Auckland 0600  
(09) 440 6991  
[mark.vanderross@waitematadhb.govt.nz](mailto:mark.vanderross@waitematadhb.govt.nz)



## Ray White top performers

### - now supporters of Rosebank School

No strangers to real estate in the Rosebank Peninsula, Jamie and Michelle have been high achievers in the Western City Fringe and beyond since a momentous start amidst the Global Financial Crisis of 2008.

"Either you find your place, or your place finds you" says Jamie Morrison remembering selling a small home in Holly Street, Avondale for \$387,000 back then. Knowing that a market is tested over time, Jamie's smile is evident when he comments that the same property today, is now more than three or four times that value.

Growing up in the early 70's in Te Atatu South, The Whau River and surrounding tributaries were the main stay of Michelle Roache's childhood playground. Having witnessed firsthand the forever changing landscape along the North Western corridor, it is with some pride that Michelle is now involved in shaping the future of a place, that like herself came from humble beginnings.

When Principal Paul Pirihi first approached Jamie and Michelle to support Rosebank School the decision was easy. The introduction of Gordon Gibbons as Business Development Manager saw an agreement cemented to become major sponsors for the next five years. "Supporting at grass roots feels like the most authentic approach to supporting the local community" adds Michelle.

Jamie and Michelle have represented a number of Rosebank Business Association's members and their families over the last

13 years and are looking forward to getting more involved with the RBA, supporting where they can.

Both Jamie and Michelle invite members to drop them a call to see how their networks, experience, and knowledge can benefit them.



Team Jamie & Michelle

Michelle Roache

M 021 615 207 T (09) 930 7143

michelle.roache@raywhite.com

Jamie Morrison

M 021 684 400 T (09) 930 7143

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# Victoria Sponge

by Fran Mazza from Piccolina Cafe, 610 Rosebank Rd

The Victoria sponge, one of my Nana's favourites, needs layers of love to ensure that it stays moist. It's such a classic 1950s cake, and reminds me of those colourful mid-century bathing caps ladies used to wear. A very classy and casually elegant cake, and the sponge recipe can be adapted in tonnes of different ways. **Serves 10**

## INGREDIENTS:

4 free-range eggs, separated  
2 Tbsp water  
170g caster sugar  
190g cornflour  
1 heaped tsp baking powder

## To fill and decorate

1 punnet fresh raspberries and strawberries  
2 Tbsp icing sugar sieved  
Fresh cream, whipped



## METHOD

Preheat oven to 170°C. Grease two 22cm round cake tins and line with baking paper.

Place egg whites in the bowl of an electric mixer with the whisk attached and whisk until stiff peaks form.

Meanwhile, boil water and sugar together until sugar dissolves, around 1 minute. Turn the mixer to low and slowly add sugar syrup to the egg whites.

Add egg yolks one at a time and beat well.

Sift dry ingredients into a separate bowl 2-3 times, then gently fold into the egg and sugar mixture.

Pour batter into prepared tins and bake for approximately 20 minutes or until the sponge springs back when gently pressed in the centre. Cool slightly, then turn out onto a wire rack to cool completely.

Once cool, cover the bottom cake generously with raspberries, strawberries, or a good quality raspberry jam and whipped cream. Carefully top with the second cake, dust with icing sugar and decorate with berries or fruit.

# feed me feed me

By Fran Mazza

From the owners of Piccolina at 610 Rosebank Rd, this beautiful book offers over 100 great recipes for people who enjoy tasty food that can be cooked at home with readily available ingredients.

AVAILABLE IN-STORE OR AT [PICCOLINA.CO.NZ](http://PICCOLINA.CO.NZ) \$40





# Business Nuts & Bolts

Business to Business advice from **RBA Members**



Janine Roberts  
Accounting Associate at Haven

## Why you should hold a financial wellbeing workshop in your workplace

Do you know that 83% of employers say that money problems interfere with their employees' productivity?

And that almost half of employees are worried about their finances?

Usually these worries stem from anxiety or stress about how to manage debt. Because there tends to be a lower level of financial literacy among everyday New Zealanders, many struggle with financial management. This can lead to poor mental and physical health outcomes - something that employers should be actively aiming to prevent.

### So how can you ensure that your employees have good levels of financial wellness?

A financial wellbeing workshop is a great option, not only to educate employees about their finances, but to also give them the confidence to take steps to improve their financial situation.

Research has found that employees who have high levels of financial wellness tend to enjoy better overall wellbeing, improved productivity and reduced absenteeism in the workplace. As an employer, this means more engaged and happier employees, but also less time away from work due to 'financial illness' or stress.

### What is a financial wellbeing workshop?

A financial wellbeing workshop covers all aspects of a good personal financial plan, including budgets, insurance, debt, and

mortgages, and how you can align that plan with your short and long term goals. Attending a financial wellbeing workshop will help your employees on the journey to making informed decisions and plans for their financial futures.

The workshop is a great introduction to the financial aspects of life. As well as demonstrating debt management strategies, it also looks at ways your employees can protect themselves from future financial stress through different types of insurance and retirement planning schemes like KiwiSaver.



### Who runs these workshops?

At Haven, we're committed to furthering the financial literacy and education of all New Zealanders. Our advisers host these workshops to generally educate participants, who are then able to book in a time for an individual session to go through their unique financial situations.

Participating employees find our sessions informative and inspiring, and 80% decide to engage in a 1:1 session afterwards.

### What kind of feedback have we received?

"Practical presentation with good information and well presented. Good, interesting content." -

Andrea

"The way it was presented was easy to understand and there was A LOT of information that I didn't know about. Great to learn there are options that I didn't know about before." - Kym

"Interesting and well-organised session thank you, it got me thinking about a few things!" - Theresa

### How can you book a financial wellbeing workshop?

To book a financial wellbeing workshop, just get in touch with [sky@haven.co.nz](mailto:sky@haven.co.nz) or give us a call on 021 079 0278. We can then organise a time and location that works best for you and your employees.



Warwick Russell  
SMEtric Insights

## Sales analytics - three quick questions that will boost your bottom line

As insightful tools go, it's difficult to beat sales analytics. High quality business analysis software is now available at an affordable cost to SMEs and larger businesses. So, it is now possible for basic sales analytics to have a huge impact on businesses' bottom lines.

Use sales analytics to run simple and straightforward analyses of customer profitability, pulling in customer, revenue and margin data, and, if appropriate, "cost to serve" data, e.g. logistics costs and sales activity data. Such analyses are quick, straightforward, and provide ready insights into which levers to pull in order to increase overall profitability. This can be "real time" data.

### 1. Who are your most profitable customers?

It's not necessarily the customers who you think are the most profitable. You may find that the margins your salespeople are accepting in order to retain your very largest customers are in fact pushing those customers down the profitability table.

How far down? That depends on the business. But we wouldn't be surprised to learn that your top five customers are less profitable than your next five largest customers. Or that those ranked 11th to 20th are more profitable than those ranked 1st to 10th.

Not in terms of aggregate absolute profit earned necessarily

(although that can happen). But certainly, in terms of percentage margin, especially if cost-to-serve factors and cost to acquire are taken into account.

### 2. Who are your least profitable customers?

Again, these aren't necessarily who you might think. Cost-to-serve often plays a part here. So, rather than necessarily focusing on negotiated margins, look for concessions made on packaging or shipping charges, or special deals in terms of delivery frequency.

From a cost-to-serve perspective, take a close look at what you're selling, as opposed to who you're selling it to. If you're maintaining entire product lines just for one or two customers, then alarm bells should be ringing.

### 3. How can you take corrective action?

In terms of boosting the bottom line, it is hard to simply swap less profitable customers for more profitable ones. But in practice it's simply necessary to know why some customers are less profitable than others - and then corrective action can be taken.

Who has stopped buying? Are incentives to the sales staff encouraging too much discounting? Are larger customers imposing overly onerous conditions? Is a process of product rationalization called for? By looking at those characteristics that are shared by your more profitable customers, it's possible to shape offers so as to be more attractive to that type of customer. Then focus on capturing more-profitable customers instead of less-profitable customers.

It's not an overnight process, but it's a journey where sure-and-steady progress is very possible. Despite which, all too few businesses engage with sales analytics in order to find the starting point necessary to embark on the journey. As low-hanging fruit go, making improvements to customer profitability ranks among the most straightforward means possible of boosting the bottom line.

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Jason Ennor  
MyHR Co-founder and CEO

## Fair Pay Agreements: Overdue shake-up or bureaucratic burden?

Many people are aware of the Fair Pay Agreement system the government is going to implement.

They represent the biggest shake-up of the employment landscape in decades, but we're concerned that the changes ahead will make employment more complicated, and compliance will be trickier and more expensive for employers.

Let's have a look at Fair Pay Agreements (FPAs) and the complexities they will bring.

### What are Fair Pay Agreements?

The government says FPAs are "a new mechanism for bargaining to set binding minimum terms and conditions across an occupation or industry."

To us, FPAs are government-mandated collective employment agreements, much like Australia's Modern Awards.

Relevant unions, Business NZ, and a selection of employers within a sector will come together to negotiate minimum terms and conditions for all employees. Not all employers in an industry group will be at the bargaining table but all employers will be covered by the resulting FPA, even if they disagree with the outcome.

The FPAs will be for individual job categories, which means a single business could be covered by multiple agreements. For example, a retailer won't just be covered by the Retail FPA, they could have shop staff covered by the Retail FPA, warehouse staff covered by the Distribution FPA, and office staff covered by the Clerks FPA. Depending on their structure, they might also have some home-delivery staff covered by another FPA and/or manufacturing (if they make their own products) covered by another.

### Boon for lawyers and consultants

NZ's current employment law is simple in that it establishes a single set of minimum employment standards for all industries,

with a small number of exceptions, e.g. Starting out wage vs. the minimum wage.

This means it's pretty easy for employers to understand what to do when they offer someone a job. They can work up from the minimum standards, but not undercut them.

By comparison, FPAs are going to be long and complex; they establish rules for base rates of pay, pay scales, allowances, and overtime, which will all be different depending on the FPA itself.

Compliance and administration will therefore be more demanding for businesses, and it's likely they'll have to engage expert help from lawyers and HR consultants to navigate this new landscape.

The public sector will have to hire more bureaucrats to write, monitor, and enforce these new agreements, and unions will have a greater role in setting industry standards via FPAs (whether this will drive up union membership is unclear, as workers will benefit from the negotiated terms without needing to join the union).

### Better ways to address wage stagnation

One of the key motivations behind the introduction of FPAs is to address what the government calls a "race to the bottom", with low wage growth and businesses competing for workers by reducing wages and/or employment conditions.

We believe that raising wages and treating people fairly is absolutely a priority, but we've seen no direct evidence that FPAs will achieve these aims.

It would be better to share the data so everyone can see the problems and then work to raise baselines - e.g. make the minimum wage the living wage - and target industries with particularly stubborn issues. Parts of the tax regime that hurt low income earners could also be overhauled, e.g. scrap secondary tax and introduce a tax-free threshold, so part-time workers don't get over taxed.

### Have your say

The government aims to release a draft version of the FPA Bill later this year and people will have an opportunity to comment during the Select Committee process.

Get involved, read the legislation carefully, and give considered feedback.

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15 Fairlea Road, Te Atatu South, Auckland | [www.nzil.co.nz](http://www.nzil.co.nz)







Aaron Martin  
NZ Immigration Law

## New INZ announcement, no improvement

**On Thursday 10 June the government announced that onshore visas have been extended for approximately 10,000 migrant workers on Working Holiday and Supplementary Seasonal Employment (SSE) visas. For the first time, SSE visa holders were also granted the right to work in any sector, with Immigration Minister Kris Faafoi saying the extension should help with ongoing labour shortages.**

Minister Faafoi is claiming that the changes to onshore visas provide employers and visa holders with more certainty, but actually, it's another last-minute announcement intended to help the horticulture and viticulture industry - while doing nothing for the rest of the business community. This on the heels of Minister Nash's "great immigration reset" announcement, which turned out to be nothing but a damp squib, and shows the siloed thinking of ministers in our government and the officials who advise them.

What's causing the most uncertainty is the Minister's inability to get his house in order. We have a two-year backlog of residence cases for skilled workers in healthcare, education, and construction - and practically every other industry crucial to our economy.

The overly rigid criteria for what constitutes a critical purpose worker is also preventing many employers from bringing skilled candidates across the border. Yet, still, we have a lack of direction and leadership.

### Latest Changes

Around 10,000 Working Holiday and Supplementary Seasonal Employment (SSE) work visas will be extended for six months. SSE visa holders will also be allowed to work in any sector. Essential Skills visas for jobs paid below the median wage will increase from six to 12 months, taking them back to pre-COVID settings and the stand-down period will be further postponed until July 2022.

**Buried in this announcement is the biggest concern:** from 19 July, visa applications will be assessed against the updated median hourly wage of \$27 per hour. This pay rate will determine whether jobs are treated as higher or lower paid but will effectively make it harder to obtain a three-year work visa.

That also applies to residence criteria, meaning those in a skill level 1-3 job need \$27 per hour and those in skill 4 - 5 jobs will need \$40.50 per hour. Bonus points for high remuneration requires \$54 an hour.

Increasing wages is an excellent thing; it raises the standard of living, increasing the capacity for domestic consumption. But raising wages while artificially suppressing access to skills compromises the ability of businesses to grow and create employment opportunities.

Anti-migrant groups will say that migrant labour suppresses local wages, but it's basic economics: When the supply of anything keeps up with demand, the price remains the same.

Saying this wage rate was set following public consultation also makes me wonder whom they consulted. Immigration policy allows for the adjustment of the work visa and residence wage to keep it in line with the median wage. While the median wage increase was announced on the Statistics Department's website in December 2020, the government didn't announce it as they normally would have. Why? Because they knew the data it was based on was skewed due to lockdowns and wage subsidies.

The median wage increase will flow to all sectors through pay parity mechanisms, including sectors where the government is a significant employer or financial contributor: healthcare, education, and construction. If they think that costs have increased already because of COVID and supply chain disruption, they could be in for further surprises down the line.

The government's decision to step away from immigration as an economic lever illustrates the true naïveté of the ill-informed. In a young country trying to develop its economy and keep up with fast-moving, high-tech innovations that are transforming the way business is done, failing to see the economic impact of migration and factor it into your overall economic policy is short-sighted.

Social outcomes are important. Encouraging employers to train is important. Increasing domestic wages to improve people's standard of living is important. But using immigration policy to increase costs to employers (including the government itself) while reducing access to skills is madness.

Minister Faafoi, it's time to apply some willpower and get your department's administrative machinery working efficiently. The substantial budget allocated to INZ to develop efficiency is a cruel joke to those who have been stuck in residence limbo for the last two years. Especially when you know what impact it will have.

**What's causing the most uncertainty is the Minister's inability to get his house in order.**

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To arrange your review, simply contact Charlton or Bernie.

**Charlton Cowley**

021 713 677  
charlton.cowley@abbott.co.nz

**Bernie McCrea**

027 486 2501  
bernard.mccrea@abbott.co.nz



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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.