

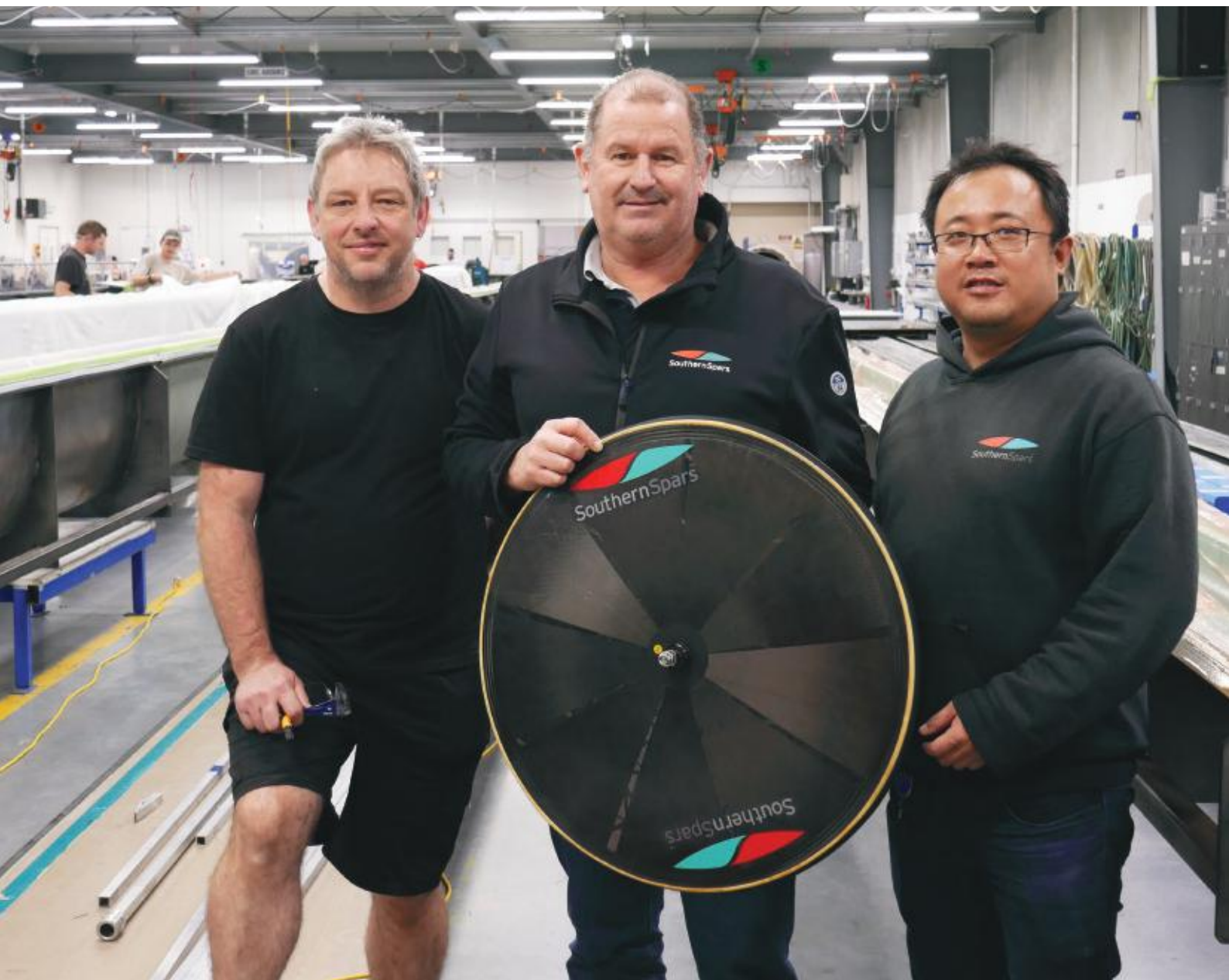
Round about.

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Cover: Part of the Southern Spars Cycling development team Peter Alexander, Mark Hauser and Sherlock Zhuang

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From My Perspective

RBA CEO **Mike Gibson** gives his perspective



Mike Gibson,
RBA CEO

In my search for political peace, and in an endeavour to find someone, somewhere who can rationalise what's happening in Maoridom in Aotearoa, the mix of the success of Jacinda, and the subsequent landslide swing to labour, I found this incredible (sorry credible) article in the June 26th issue of *The Spectator Australia* written by Karl Du Fresne.

Please take your time to digest it. It's a quick fix for any left or right leaning political indigestion you might have. That's if there is a Centre right left capable of mounting a sustainable Jacinda challenge.

In his best-selling 1976 book *The Passionless People*, the late author and journalist Gordon McLauchlan characterised his fellow New Zealanders as 'smiling zombies': polite, cheerful and hard-working but smug and compliant. It was cruel but not inaccurate.

It takes a lot to provoke New Zealanders politically. The last time it happened was in 1981, when a tour by the South African Springbok rugby team tore the country apart.

Since then, Kiwis have largely reverted to their default setting of complacency and passivity. Which makes it all the easier for Jacinda Ardern's Labour government to push through an agenda of radical transformation quite unlike any the country

has experienced.

New Zealanders returning after a few years abroad might wonder whether they've blundered into a parallel universe. A government that is pitifully thin on ministerial ability and experience is busy re-inventing the wheel, and doing it at such speed that the public has barely had time to catch its breath. To quote one seasoned political observer: 'It seems like a hostile takeover of our country is underway and most people feel powerless to do anything about it'.

The most visible change might crudely be described as Maorification, much of it aggressively driven by activists of mixed Maori and European descent who appear to have disowned their problematic white colonial lineage. Self-identifying as Maori not only taps into a fashionable culture of grievance and victimism but enables them to exercise power and influence that would otherwise not be available to them.

In mainstream media, Maori place names, most previously unheard of by most New Zealanders and unused even by people of Maori descent, have displaced official names bestowed by British colonists - ignoring the inconvenient fact that New Zealand cities and towns are British, not Maori, creations.

The government has done its best to ensure continued media support for this ideological project by creating a \$55 million slush fund, supposedly to support 'public interest journalism' but available only to news organisations that commit themselves to the promotion of the so-called principles (never satisfactorily defined) of the 1840 Treaty of Waitangi. What has been framed as an idealistic commitment to the survival of journalism is, in other words, a cynical and opportunistic bid for control over the news media at a time when the industry is floundering. This is a government so shameless, or perhaps so convinced of its own untouchability, that it is brazenly buying the media's compliance.

Not that bribery is necessary. Turn on Radio New Zealand's flagship news and current affairs programme and you'll routinely hear virtue-signalling presenters

making announcements in Maori, a language spoken fluently by only 1 per cent of the population. Similarly, the country is routinely referred to by the media and political elite as Aotearoa, despite the name being of dubious authenticity. All this has happened with no public mandate but encouraged by a government that seems determined to promote division between New Zealanders of Maori and European descent.

In local government, city and district councils have rushed to create exclusively Maori wards - an innovation made possible by an abrupt legislative change, despite being previously rejected when challenged in local referendums. Result: a previously colour-blind system has been changed to one where representation can be based on race.

The politics of race is equally evident at the national level, where the government proposes to establish a Maori Health Authority which will exist alongside a new national health agency and have power to veto its decisions.

Changes in the health sector reflect another dominant trend under Labour: a return to Big Government. In education and local government as well as health, power is being stripped from local administrators and placed in the hands of unwieldy central bureaucracies, remote from the people they supposedly serve.

In other radical changes, union power is being restored through a return to a discredited national pay agreements system and proposed 'hate speech' laws will place new restrictions on freedom of expression.

Meanwhile the government is showering money on pet causes such as cycling, announcing recently that it would commit \$785 million to a second Auckland Harbour bridge that will be used only by cyclists and walkers. The plan was rightly ridiculed as humouring a small but vociferous minority of the affluent middle classes.

It didn't go unnoticed that this indulgence was announced only days after nurses, with overwhelming public support, staged a national strike in support of pay claims

that would have cost the government far less. It was a telling demonstration of Labour's priorities.

So far, the smiling zombies - five million of them - have tacitly encouraged all this radical transformation through their silence. This can partly be attributed to the still-potent Ardern Effect, the political fairy dust that a charismatic young prime minister scattered over the country following the 2019 Christchurch mosque massacres and again when the Covid-19 pandemic struck.

But it's possible to sense a mounting pushback, particularly in those parts of the media - such as commercial radio - that haven't been ideologically captured. Opposition to Labour's agenda has been fuelled in recent weeks by concerns over a compulsory school history curriculum that will indoctrinate pupils with neo-Marxist theories of colonisation and white privilege; by the ascendancy of violent criminal gangs that the police seem unwilling or unable to challenge; and by the announcement of generous taxpayer subsidies for electric cars (another handout to the affluent middle class), with corresponding punitive taxes on diesel vehicles that will hit farmers and tradies - two groups that are crucial in propping up

an economy severely hit by the downturn in international tourism.

Potentially even more damaging to Ardern's government, because it hits ordinary people at a very basic level, is the shambolic incompetence of the Covid-19 vaccination programme and the growing perception that the public has been continually fed falsehoods about the pandemic and the government's response to it.

Ardern's famous charisma is faltering and the earnest, imploring expression she wears whenever she faces the media, so effective in Christchurch two years ago, is wearing thin.

It's widely assumed that she's still unassailable and her poll ratings appear to support that. But if Ardern has studied 20th century history, she'll know that even Winston Churchill's nation-saving leadership of Britain during the second world war wasn't enough to guarantee his re-election once the voters decided they'd had enough of him.

Mike Gibson
Chief Executive, Rosebank Business Association.

Our "Big Hairy Audacious Goal"

Last week we had a fantastic session with certified Scaling Up coach Rob Morris. Scaling Up is an internationally renowned growth system for mid-market businesses. We are so impressed by the programme that we asked Rob to work with the Rosebank Business Association on how we can scale up RBA's impact in the business community.

Over two days we took the opportunity to step back and work "on" the business, rather than "in" the business. Starting with our long term strategy, we examined RBA through the lens of the "Hedgehog Concept" by asking ourselves three key questions:

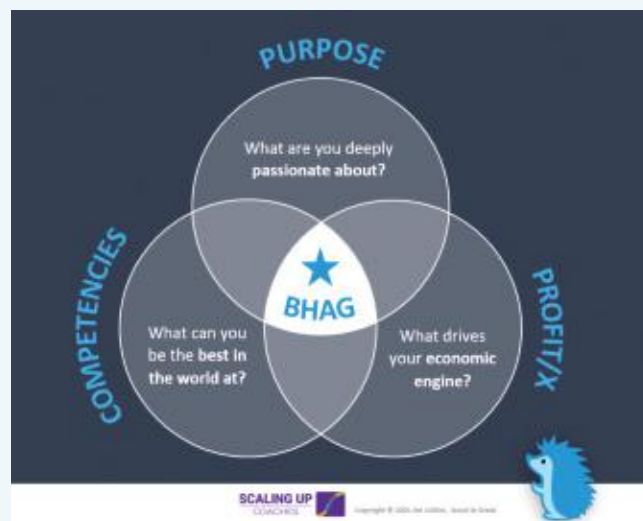
- Core Purpose: what are we deeply passionate about?
- Core Competencies: what can we be best in the world at?
- Profit Per X: what drives our economic engine?

We crafted our long term "Big Hairy Audacious Goal". According to Rob, it's OK if this goal is partially impossible, as it's purpose is to challenge us and push us to think beyond the incremental. It should incite excitement, passion and fear in equal amounts, so our BHAG is that a "100% of Rosebank businesses are active members by 2031" and it ticks all the boxes!

We then made the strategy more tangible by painting a vivid vision of how we'd like RBA to look in three years' time, and what strategic thrusts/capabilities we need to put in place to get there.

Next we moved across to Execution, which is where we bring the strategy to life. This is crucial because strategy without execution is just wishful thinking! We learnt about the three disciplines that drive flawless execution: Priorities, Data & Metrics, and Meeting Rhythms. We had an energetic debate about what our top five priorities for the next 12 months, and the next quarter, should be. We defined our critical numbers for the coming year and the coming quarter.

We agreed that RBA's main priorities for the coming year should revolve around developing and utilising our database, developing strategic events that resonate with local businesses, establishing



a Wellbeing program that local businesses embrace, and increasing the awareness of RBA's purpose and brand. Let us know if you agree!

We worked through how to attract, engage and hold onto the right talent, and how to clarify functional accountabilities across the team. Finally we dipped our toes into the financials, and looked at the amazing Scaling Up Cash tool that figures out the code of your business, and which of the seven levers of profit and cash will work best.

Hard to believe that we covered so much ground! Rob summarised all of this into our "One Page Strategic Plan", which now hangs on the wall where we can all see it - please drop by and take a look.

The whole RBA team left the session feeling incredibly excited, engaged, and aligned.

If you'd like to learn more about how Scaling Up could help your business, please contact Rob on 027 5256785, or rob@rgmconsulting.co.nz, or check out www.rgmconsulting.co.nz

From My Perspective

RBA Board Member **Dr Darius Singh** gives an insight into his world



Dr Darius Singh

CEO - Chrysalis Group

Can you give us a history of your business and family life?

Our company was founded by my wife Nikeeta Singh (a qualified and experienced teacher in NZ for two decades) and me, in 2010. Both of us come from humble beginnings and both family histories include parents and grandparents who were also teachers. In fact, my father, Mr John Singh, is still dedicated to teaching, and has been serving in De La Salle College (Mangere, South Auckland) for nearly 50 years!

Our parents migrated to NZ half a century ago in search for better opportunities for their children, and carrying little more than pocket change with them, with which to build their lives here in NZ. We both grew up understanding one powerful thing from watching our parents struggle and work up to 100-hour weeks in day and night jobs to make ends meet. That one thing was the power of "HOPE" as our

parents persevered in hard work and sacrifice in the hope that one day their children could have a better life, more opportunities, and turn dreams into realities.

Today, 40 years later, we continue that vision from both our parents by sharing "MESSAGES OF HOPE" to families throughout our four inspirational childcare centres, that all aim to "provide children with more amazing experiences and opportunities than anyone's ever had growing up". This became our simple vision statement for what would later become the Chrysalis Group of Early Learning Centres. More than just a wishful "tick-box" statement - there was a powerful personal drive to achieve this - and it was executed by designing and creating world class, award-winning, and "never-seen-before" learning environments where we could proudly send our own preschool children to – and did (the ultimate litmus test!).

FOUNDERS OF THE GAIA (EARTH) INSPIRED EDUCATION PHILOSOPHY

In essence, our Gaia (Earth) based education philosophy is a complete immersion of our centres into buildings and environments that live, breathe and self-energise to mimic natural eco-systems of the Earth, as well as into values, curriculum and outcomes for children that model and connect with Nature and Earth systems (that have already been in the making for 4.6 billion years).

"We found ourselves designing

nature-based play areas, and unique sustainable building concepts with solar power and rainwater harvesting systems, and learning spaces that model nature itself, like playing inside a giant cocoon, and reading and sleeping nooks inside a giant fern tree, and large Kiwi backyard and Pacific village inspired outdoor areas, and we even went as far as designing cot and sleeping rooms where our babies could look up at a projection of soft twinkling starlight from galaxies, constellations and random shooting stars across the night sky!"

"We then jumped into the future and continued to add personal touches and modern facilities like audio visual systems to enhance children's dance and music experiences, KIDCAM® for parents' peace of mind, and learning portfolios with our exclusive patented

Learning Roots and Shoots™ program that visualises children's progress as new leaves and branches growing on their personalised online trees."

Nikeeta and Darius Singh

What attracted you to the RBA?

I have always

gravitated to governance spaces where the inner gears of

a complex machine can be supported and optimised to best practices. The added connection of being a local on Rosebank Road makes it even more meaningful for me to volunteer and support RBA objectives in any way I can.

Ngā mihi
Darius





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Rosebank Advocates

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



Dr Grant Hewison

Proposed Changes to the Auckland Council Water Supply and Wastewater Network Bylaw 2015

Every day, businesses obtain drinking water and discharge their wastewater through the public water supply and wastewater networks.

Sometimes, the network can be damaged, contaminated or misused by people connecting to or disconnecting from the network, undertaking work near the network, or making illegal connections to the network or illegally discharging waste from it. This can result in local water shortages and health risks.

unmetered point as an illegal use (including fire hydrants and service leads).

There is also an increasing problem with waste disposed of through the wastewater system or being dumped illegally in the network. This is due to new chemicals being manufactured, increased adoption of new consumer goods (such as wipes) and policy changes such as the potential of an increasing landfill levy. The RBA has agreed to support the bylaw being amended to include emerging and problematic waste (such as wipes, sanitary products, fats and grease).

The RBA has further agreed with the proposal to clarify that people need approval to discharge to the public wastewater network and improvements to the existing rules regarding unauthorised connections.

There is also a concern that Watercare is occasionally having difficulties accessing its assets because Watercare padlocks have been replaced, or access points have been covered by



Watercare's Hays Creek Dam

Auckland Council has recently checked how the rules are working and identified improvements to the bylaw that manages the network. The proposals are limited to the infrastructure of publicly owned water and wastewater pipes and does not address privately owned networks and assets.

The RBA has provided feedback on these improvements.

The RBA has agreed that the subject of illegal water use should be clarified, as only illegal use from fire hydrants is currently captured. The RBA has agreed with the proposal to amend the bylaw to clarify the types of illegal water used by mentioning any



Watercare's Wairoa Dam

containers or other structures. While the RBA agreed with the proposal to amend the bylaw to reduce these obstructions, the RBA also asked that this be accompanied by education and to be implemented in a balanced way recognising the rights of the owners of the land on which these assets are located.

Watercare holds concerns regarding digging around its assets and the need to better protect its networks from works on and around them. The RBA agreed that the bylaw should be amended to specify the types of restricted works.

The RBA's submission can be found on the Association's website.



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Factory Manager, Solo Plastics

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*Competenz industry partner price based on manufacturing, food and beverage sector, printing, engineering or fire protection. Discounts for groups of 3+ people

Kim's Corner

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



It's always nice to hear a good story especially when it relates to our local Rosebank businesses.

Over the past months, Unitec students have helped local businesses with developing marketing communications, web analytics and leadership analysis. These activities are all part of the applied learning that takes place at Unitec. It is through applied learning that students become more work-ready when they graduate - they learn the theory and then

have meaningful opportunities to apply what they've learned with actual businesses with real problems that need to be solved. This is proving to be a win-win situation for students and businesses alike. A few notable examples are as follows.

Arrow Beauty was the recipient of most student projects. From undergraduate students, Arrow received a technical SEO audit, a 3-week Google Ads campaign and a social media marketing plan. Postgraduate students ran a 3-week online advertising campaign and developed a tailor-made web analytics dashboard to measure the success previous activities had generated.

We gained an enormous insight into the world of Social Media for our business and received a comprehensive report from the students. It has certainly proven to be a highly successful relationship thus far and I would encourage other SME's from the Rosebank area to seriously consider supporting Unitec with their Applied Learning programs. - Peter Willis (Director)

Triquestra, a leader in cloud-based unified commerce worked with postgraduate students in the Inbound Marketing class to develop their Inbound capabilities which included buyer persona development, buyer journey and content mapping, and an inbound campaign plan for lead generation. Triquestra also worked with the postgraduate online advertising course to run a 3-week LinkedIn advertising campaign for lead generation.

Triquestra were super impressed by how much work the students put into understanding our business, and the real improvements they delivered in our digital marketing strategy. We highly recommend engaging in this awesome program. - Kelly Brown (CEO)

The Integrated Marketing Communications class joined forces with the Digital Marketing class to help Intelligent Environments form a marketing communications plan with a significant digital component. Nikki Harris was outstanding in her generosity with the students, presenting them with an excellent marketing brief and then valuable feedback at the student end of semester presentations.

A group of Unitec's marketing students worked with us to formulate a marketing plan for the "smart home packages" we



will soon be releasing, and also to put together a plan for digital marketing to promote this new product range.

It was a very interesting process, and we certainly gained new insights which we will seek to use in our marketing going forward. - Nikki Harris (Director/Owner)

This was the first time that the RBA has collaborated with the School of Applied Business at Unitec, and it proved to be a successful collaboration. The RBA is continuing to support this initiative in the coming semester, where several businesses have already put their hands up to be involved. Thanks to all the volunteer businesses for their spirit of generosity.

Other news:

The Avondale College Sports Department is incredibly grateful for the generous donation of a new six-burner BBQ from Dayle ITM on Rosebank Road. This will assist their sports teams and all other extra-curricular groups within Avondale College to fundraise mid-week or at weekends towards the costs of attending tournaments, competitions and other opportunities that present to their students. This will particularly benefit those who need some extra help to make the dream a reality.

A big thank you to Kim Watts from the RBA for connecting us with Martin Day from Dayle ITM, and for the continued support of our community of students. - Judy Revell - Avondale College Sports Director.



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Meir Alfassi



Max McCarthy



Max McCarthy and
Sam Russell



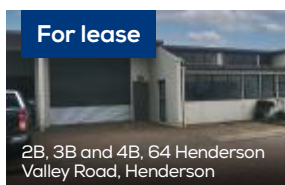
Sam Russell and
Colin Stewart



Max McCarthy



Sam Russell



Sam Russell



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Sam Russell
021 253 6421

Rosebank News & Events

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

RBA together with Live Wire Media present a workshop: Search Engine Optimisation workshop

A terrific looking website is a great step to being found online, however you still need to drive people to your site and have a better online presence. It is easy to get lost amongst other businesses on the web. Your business needs to be found easily and the best way to do this is through Search Engine Optimisation or SEO.

Let People Find Your Business Online

Search Engine Optimization or SEO, is a way of improving how your website ranks through search engines such as Google when people want to find a product or service. An optimised website means that you are closer to the top of the searches and so more likely to be found by your target market.

Local SEO

With over 90% of people using the internet to search for a local business (most through Google) it is imperative that businesses now use the internet to drive sales. Can you be found online? Or, are your competitors taking sales away from you due to them being found first when somebody has a need for your product or service?



Featured presenter

Mel Heap
The Bright Spark



This workshop with Mel Heap from RBA partners Live Wire Media will ensure that you are making the most from your marketing budget by helping you to generate leads and customers through your online marketing and get you ahead of your competition within your local area.

Date: 3rd August 2021
Time: 7.45am to 9.30am
Venue: Browne Street Cafe, 50 Rosebank Road
RSVP: anouschka@rosebankbusiness.co.nz



COME JUMP WITH US

Looking for something fun to do with your work mates?

The Rosebank Wellbeing Collab has joined forces with Jump Avondale to bring you this action-packed fun filled activity afternoon.

Teams of six will make their way around a variety of stations including Dodge Ball, Foam Tower, and the Slam Dunk Challenge.

Spot prizes are up for grabs and what a great way to get to know your business neighbours!

Please Note: This is an interactive afternoon, so bring your causal clothing and give it a go!

Date: Wednesday, 25th August 2021
Time: 4.30pm - 6.30pm
Venue: JUMP, 6 Jomac Place, Rosebank
COST: \$60.00 + GST
Per team of six people, Includes Jump Socks

RSVP by Wednesday 18th August 2021

To register contact our events manager
anouschka@rosebankbusiness.co.nz

Library community hub approved

By John Subritzky

The Whau Local Board (WLB) approved the draft design of a \$21M Avondale library community hub at their June meeting. The centre is now on a timeline to a proposed opening in August 2024.

The recent public consultation resulted in 315 pieces of feedback, including feedback from 12 organisations. While largely positive, four general themes emerged:

Carparking was the biggest issue raised. The consultation focused on the smallest parking option of 16 carparks, out of six options explored. Other possibilities ranged up to 28 parks, but these were not preferred. Now a separate carpark for 34 vehicles is being explored some distance away at the end of Racecourse Parade. WLB is very keen to have input on the final slipway parking design option chosen.

The other themes raised were the lack of play-space, the size of the facility and the location of the kitchen. The inclusion of a

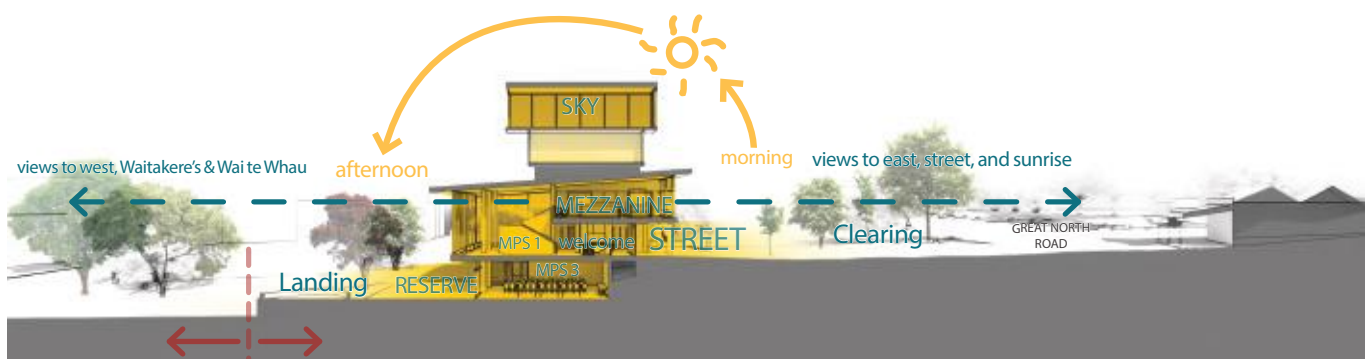
commercial kitchen on the reserve level has been praised, but the distance from the main meeting space has been questioned. After consultation, no change has been put forward to this, except for the provision of a kitchenette beside the meeting room. This decision has been guided by Maori protocols to have a separation of eating and meeting spaces.

The provision of a multi-use facility for Avondale designed with functionality, events/performances, powhiri, and markets in mind is a huge step forward for the town centre.

Timeline:

- June 2021 - Concept design approved by Whau Local Board
- August 2021 - Detailed Business Case approved by the Project Steering Group and Panuku PCG
- January 2022 - Developed Design
- November 2022 - Detailed Design
- March 2023 - Construction Commences
- August 2024 - Facility Handover

Note, the timeline above is subject to change.



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Improving Bus Connections to the Northwest

Auckland Transport and Waka Kotahi NZ Transport Agency are working together to improve the public transport experience for people travelling by bus to and from the northwest and the city centre. The intention is for the Northwestern Bus Improvements project to deliver a more reliable, resilient and better-connected bus service for the growing numbers of people who live and work in the Northwest.

Background

The Northwestern Bus Improvements Project includes the following elements:

- New bus stops at Te Atatū interchange
- New bus stops at the Lincoln Road interchange
- Improvements to existing bus shoulders on SH16
- A new Westgate bus station

A detailed design and resource consenting process for the new Westgate bus station will be undertaken during the next phase of this project and is expected to begin at the end of the year, with construction starting in 2023.



Project benefits

The Northwestern bus improvements project is expected to deliver resilient and reliable bus journeys with improved connections locally and into the city centre.

With new bus stops on Te Atatū and Lincoln Road interchanges, people should have easier access to a bus stop with frequent services within close proximity to where they live or work.

The existing bus shoulders will be extended on the Northwestern Motorway (SH16) between Westgate and Newton Road to fill the gaps and provide a more reliable journey for people taking the bus into the city centre.

A new bus station at Westgate will provide more public transport options in this growing commercial and residential area.

While the Northwestern Bus Improvements will deliver important benefits, they are not a long-term solution and there remains a

need to progress towards delivery of a rapid transit solution in this corridor.

Consultation

Of note, 74% of respondents, who don't currently use buses, said they would be more likely to use the bus after the short-term improvements have been made because of the frequency of services and travel times into the city centre.

Lincoln Road and Te Atatū Interchanges

With new bus stops on Te Atatū and Lincoln Road interchanges, it will ensure bus commuters can connect between local services and the Northwestern express services, which will run along the motorway between Westgate and the city centre via these two interchanges.

However, an outstanding concern for the Rosebank Business Association is the lack of connection to the proposed busway at Rosebank.

Construction is due to get underway in August and will occur concurrently across all work sites. Completion is late 2022 at which time express bus services will commence. At this time, AT will roll out new local bus services that will coordinate with the express services.

Construction planning

Work will be carefully planned and staggered over the construction period to ensure safety of work crews, drivers and the community. All efforts will be made to minimise disruption, however people are advised to expect delays and plan ahead.





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support west

Applications open Monday 9th August 2021

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 SCAN ME



Southern Spars and Cycling New Zealand join forces

Southern Spars has been involved with the marine industry since it started 30 years ago. Thanks to the performance of the products and service provided, the company has earned a reputation as the world's best composite spar manufacturer. Working with Team NZ and many other sailing syndicates for many years, the company has improved rigs and performances within the sailing industry. Over the last four years, Southern Spars has also been working closely with Cycling New Zealand to develop a fast, more technologically advanced track cycling disc wheel - which may come as a surprise to some people.

When Rob Waddell was named as the chef de mission for the New Zealand summer Olympics and Commonwealth Games teams, he quickly reached out to Southern Spars. As the 18th chef de mission for New Zealand, Rob's role is responsible for achieving high standards and overseeing both the planning and preparation of the games and its management teams. Having worked with Southern Spars founder and sales director, Mark Hauser, and sailed with him too, he was keen to see how the

company could help athletes in other sports further succeed.

Just six months prior to the 2016 Rio Olympics, Southern Spars took on the project to work with Cycling New Zealand to see how they could make improvements to their bike performance.

"Our view was there was a lot of pressure and emphasis on the athletes and their performance," says Mark. "We knew we could help them by improving their gear. We had a look at the wheels and realised we could make a lot of gain."

In the small amount of time before the Rio Olympics, the results were seen quickly with faster speeds being reached. New Zealand took out second place for the men's team sprint and Eddie Dawkins, Ethan Mitchell and Sam Webster all earned a silver medal at the games. Following the Rio Olympics, Southern Spars and Cycling New Zealand coaches and athletes, reconvened to see where improvements could be made.

On the road to the 2020 Tokyo Olympics, Southern Spars has worked tirelessly with Cycling New Zealand to trial new

stiffness and weights to the carbon fibre wheels. With a longer lead time and more work with the team, the company has seen fantastic results, providing 150 wheels to the team to date.

Mark says many of the elements needed in a spar on a sailing boat can also be applied to wheels.

"Our strengths as a business can be found in the technology we use to make spars, so we applied the same rationale when designing track wheels," says Mark. "The wheels needed to be of light weight structure, have added stiffness and be aerodynamically efficient."

Using special, top secret, technology, the company was able to experiment with the weight and placement of the carbon fibre wheels to decrease the overall weight but improve the stiffness and speed.

Mark says the experience has been hugely rewarding for the company. A team of about 15 staff have been involved with the project and many themselves are keen cyclists. From designers to engineers, the project has involved many of New Zealand's top cyclists meeting with the team based on

Jomac Place in Avondale.

"The whole process has been top secret," says Mark. "We've had times we've met Cycling New Zealand on the racetrack at midnight to test out the wheels. Meeting with the coaches, mechanics and athletes we were able to see the wheels in action and make adjustments, all so no one would know what we were working on."

During the Tokyo Olympics, Southern Spars is looking forward to having tools down during each cycling event so they can watch the events together.

"It's a huge thrill seeing your name on the side of the wheel," says Mark. "We're really proud of the work we've been doing with Cycling New Zealand."

Following the Tokyo Olympics, Southern Spars will be involved in a debrief with Cycling New Zealand and further work will begin. The team, engineers, and athletes will sit down and talk about how the wheels went, what they were seeing at the Games and continue to experiment with where tweaks can be made. The relationship with the two is set to be a long one.

Southern Spars managing director, Jim McColl credits the company's success to the passion the team at Southern Spars has - a vision they all share to be the best. From production, to designers, sales and support teams, Jim believes the company is incredibly good at

listening to its customers and being able to design and build exactly what they ask for.

Southern Spars international quarters is at Jomac Place in Avondale with 253 staff. They also have bases around the world in USA, Spain and Sri Lanka.



Southern Spars founder and sales director, Mark Hauser

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Going for Gold in Avondale

by John Subritzky

Tucked away at the end of a no exit street, down a secluded driveway on Rosebank Peninsula, is a hidden treasure house that produces gold. To get there, you have to navigate through industrial streets where local recreation often involves doing burnouts to the sounds of boom boxes.

But down that secluded driveway is recreation and sports of an entirely different kind. That almost mythical place is the West End Rowing Club (WERC). They came here in 2000, in search of one of the few stretches of water in Auckland that is suitable for rowing.

The Whau river was an important route for waka on the portage between the Waitematā and Manukau harbours. Early European settlers used it as a heavy transport route to move bricks and pottery products from New Lynn and Avondale to the city. Then, in the 1930s, crowds gathered for rowing and powerboat events. Today, WERC is the only regular organised water user of the Whau River.

Saunders Reserve is the fourth base in the Club's 137-year history. They moved here from Westhaven as the growing marina restricted the training area available. As one of a handful of rowing

clubs in Auckland, they attract members from across the city. Training is usually done in the early morning - around dawn in winter. Like any sport at elite level, training in the gym and on the water is not for the faint hearted.

Mahé Drysdale represented NZ in his 21-year rowing career. Mahé says, "The medals are a bonus, but rowing has provided me so much more over the years. It was West End Rowing Club that got me off the couch and started me in this wonderful sport. The club have supported me my whole career and given me lifelong friends".

WERC's Stephen Jones has been selected to compete in the Men's 2 at the Tokyo Olympics this year, while former member Charlotte Buck has been selected for the USA Olympic Women's 8+.

It all starts with 17-24-year-olds being introduced to rowing through the Club's 'Learn to Row' program. WERC has established a novice and intermediate club program this year and it is being run by coach Hasan Pathan. At just 19, Hasan is already a familiar face at WERC having served the last two years as an assistant coach at Mt Albert Grammar School, coaching their U15s and U16s.

Hasan says, "I'm a strong, practicing



Muslim, born and raised in NZ with ethnic Indian heritage. I'm very fond of where I come from, being able to converse in four tongues and really embrace my identity/religious roots. Getting into the sport of rowing was a complete accident. Following the stereotypes, I accidentally went to the wrong sport academy signup area at Mt Albert Grammar School... was meant to go to cricket academy but walked into the rowing one instead. From that point on rowing has been such a positive influence in my life.

"Being a person of colour coming into a rowing environment which is traditionally white dominant, you'd expect colour to play a part in how successful you are. Flat out wrong. Hard work determines how successful you are, and I could truly thrive in that environment. Leading on to this I rowed for a year and a half, then coxed for another year and a half."

In the last few years WERC has faced challenges from some locals who are opposed to the renewal of their lease at Saunders Reserve. Like hundreds of other sports clubs and organisations, WERC has a lease on public land for their clubrooms. Councils have traditionally granted these leases in recognition of the work the clubs do to promote active lifestyles.

Whau Local Board (WLB) had a public hearing on 30 June to hear submissions. Donna Cooper for Auckland Council summarised the situation and answered questions from board members. Catherine Farmer asked several questions until eventually Susan Zhu objected. Chair Kay Thomas moved the proceedings on, saying that the issue of the lease would be covered in submissions. The rift between other board members and Farmer was more evident than usual.

Three objectors appeared in person. Steve Bradley said he was an experienced boatie and asked about public access and signage. He did bring some humour to the room when he misspoke about bollards, calling them 'bollocks'. His suggestion was 5-year renewals for the Club and the progressive conversion of the clubrooms into a public facility.

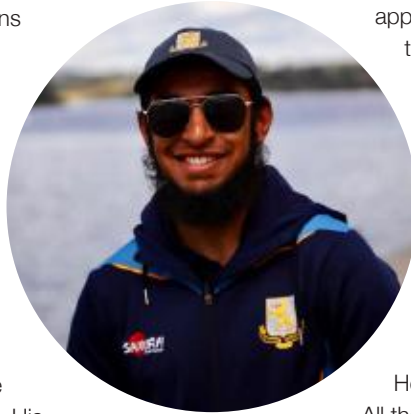
Jenny Pullar submitted that the reserve space is dominated by the Club, and it does not adequately serve local people. Zhu asked if by that logic, when she goes to a sports club outside of Avondale, whether she should be excluded for not being local? When Pullar was asked by Fasitua Amosa what her dream vision of the reserve space is, Pullar said she would go back to 2000 with no club building.

Robin Brehmer gave her conservation credentials and questions WERC's commitment to the environment. Like others, Brehmer was concerned about access to the Kurt Brehmer walkway that goes past the club building. She had an interesting variation on NIMBYism, in that she alleged that the club was wealthy and served wealthy people from the eastern suburbs. I got the strong impression that there was resentment against perceived 'rich pricks'. Brehmer said that WERC needs to accept that the lease is over, pick up their building and go away. When given a patsy question from Farmer about environment work by the club, Brehmer asserted that WERC had done nothing to improve the

environment but had rather degraded it. This was later refuted by the WERC.

Other submissions from Freya Brehmer and 'Anonymous' were read out as they did not appear in person.

But, as a proverb says, the person who tells one side of a story seems right, until someone else comes and asks questions.



Rowing Coach
Hasan Pathan

Harry Waalkens and Club captain, David Vallance appeared for WERC. During the last two decades, thousands of adults and school kids have utilised Saunders Reserve for rowing. They countered the accusations that Club activity was illegal. Waalkens said that the Club was not elitist as half the members were school students from diverse backgrounds, and the three schools that are affiliated are all state schools.

WERC cannot simply pick up its building and go somewhere else. There are only four suitable water locations in Auckland: Tamaki, Henderson Creek, Upper Waitematā, and Whau. All those locations already host rowing clubs.

The Club has lifted its game with environmental work in recent years. Contrary to the accusation that it does nothing, it participates in the annual Whau River Cleanup organised by the Whau River Catchment Trust (WRCT). General manager of the WRCT, Gilbert Brakey, says that involvement of the Club in the annual clean-up has been incredibly helpful. WERC provided their seven chase boats as safety boats for the clean-up, manned by volunteers who have H&S certification. All the rubbish is brought back to the Club, who pay for disposal in a commercial skip bin. The Club hosts a BBQ for all the volunteers to round off the day.

WERC members have also turned out for tree planting days. Around 1,000 trees are planted each time. Brakey points to the involvement of local clubs like WERC, Te Atatu Boating Club, New Lynn Sea Scouts and Rosebank Speedway in helping achieve the ecological goals of the Trust.

The outcome of the WLB hearing into the Club's lease was yet to be determined at the time of going to print. It is great to see clubs nurturing young people into successful sports careers and looking to be better citizens of their local communities.



Member Profiles

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



Personify

A change of Ink

Personify has deep roots within New Zealand. It was founded in 1978 as Inkman Limited and recognized as one of the largest rubber stamp suppliers in New Zealand.

Lorgina Doctora bought the business five years ago and has handed over the branding of the company to her son Jay, who has elevated the company name to embrace the new direction the company is headed. The new name encompasses an expanding range of products while still including their signature rubber stamp range. Jay has spent the past couple of years developing their product range to now not only include office equipment, but gift and special event décor.

The rebrand from Inkman to Personify was motivated by having a name that identifies their customization and personalization skills. The name "Personify" and slogan "products made for you" was a natural choice.

All the Personify products are professionally proofed and manufactured in their production facility in New Lynn using materials from local suppliers throughout New Zealand. Laser technology is used to process and manufacture their products, which are then finished off by hand. This hands-on approach gives purpose in making authentic items that aim to reflect your story.

Personify's wedding range offers engraved keepsake boxes, invitations, menus and more. These are available in a variety of wood options including rimu, hoop pine and plywood along with clear or coloured acrylic.

Personify is focusing on technology and how that drives the business as they understand the importance of technology in the market and how their brand caters to the modern era. The name change, from Inkman to Personify hasn't changed the company's core values which are centered around reliability, integrity, and always making a point of delivering on time.

To find out how Personify can help your business or uplift your special event, contact Jay Doctora or the Personify team at:

Personify
55F Portage Road, New Lynn, Auckland 0600
Phone: 09 820 6900, 027 299 7020
jay@personify.nz or orders@personify.nz
www.personify.nz

James Group

As West Auckland specialists, Aidan Moss and Lawrence Kenyon-Slade have a reputation of building long lasting business relationships and achieving outstanding results. With over six years' experience and hundreds of transactions completed they are well equipped to provide top quality sales and leasing service.

James Group is dedicated to being the most successful boutique real estate company in New Zealand. They accomplish this by providing their clients with the best people, knowledge, and skills in the industry.

Established in 2012, James Group is a family owned and operated Real Estate company specialising in Sales, Leasing and Management of Commercial & Industrial Property across Auckland. They offer an unrivalled level of service founded on the principles of integrity, efficiency, and valued business relationships. Theirs is an enterprise where clients do matter, and strong relationships are fostered.

JAMES GROUP have completed 143 Leases and 48 Sales in 2021. Their largest sale for the 2021 year so far is \$18,500,000. They have 18 dedicated agents covering West Auckland and South Auckland industrial and their West Auckland team has completed 46 transactions in the past year which demonstrates their active presence in the industrial marketplace.

What our clients say about us...

Aidan and Lawrence were incredibly professional and handled the sale of my property with ease. They kept me up to date with all progress throughout the campaign and negotiated hard on my behalf to achieve the best price possible. Selling properties can be a very stressful experience, but these guys made it easy, and I really felt like they were working in my best interests. Aidan and Lawrence really are the West Auckland experts, and I would recommend them to anyone looking to lease or sell.

Bache Holdings Limited - Vendor



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EUROTECH – BRINGING THE BEST IN KITCHEN APPLIANCES

Sophia and Shawn Bristow, directors of Eurotech Design Limited (Eurotech), are celebrating a small milestone on the 4th birthday since they purchased into the company. During that time the Eurotech product range has grown significantly, bringing the latest in innovations and technology in appliances, from world leading manufacturers, to the New Zealand market.

A privately owned New Zealand company, Eurotech began its journey in 1996 and specialises in the importation and distributions of global brands in kitchen appliances. The company has nationwide retail distribution channels, and is well recognised for its successful promotion of global brands in the New Zealand market from America, Europe and Asia.

Sophia says that Eurotech is passionate about promoting leading-edge products. With the support of its customers and suppliers, it has maintained strong growth with some interesting opportunities currently in front of the company. Shawn comes to Eurotech from a background in the building materials supply industry while Sophia brings her expertise in finance. They have focused on upgrading the ERP systems to create greater efficiencies as well as enhancing the Eurotech range, which now offers over 90 different products.

Sophia says that Eurotech is dedicated to forming strong long-term relationships with its suppliers, customers, team members and our community. It has been a preferred supplier to developers specialising in large scale apartment and hotel projects for nearly 25 years, and currently assisting in projects in Auckland, Wellington and Queenstown.

Sophia says that by keeping their finger on the pulse, they are able to offer their clients the latest products to meet their requirements. A good example of the company's dedication to innovation and bringing the latest products to the market is its companion products of compact oven and single dishwasher cabinet, now available.

"By focusing on design, innovation, technical support, project management and after-sales customer care, Eurotech will continue to deliver to its clients the results they require for a successful project completion."

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Warwick Russell
SMEtrix Insights

Why digital transformations fail

Digital transformation is essential to business survival, but companies keep failing at it. Many are pursuing digital projects, but they are struggling with execution and most likely not getting any of the benefits of implementation.

3 categories of digital transformation failure

Digital transformation failure can be broadly placed into three categories: regression, underperformance and failing at new digital initiatives.

- **Regression.** They say they are transforming, but they are actually embarking on initiatives that they should have implemented a while ago, like e-commerce.
- **Underperformance** happens when businesses don't put enough effort into their transformation projects. They reap some digital transformation benefits, but at a much smaller scale.
- **Failing at new digital initiatives.** They are trying to launch a new digital product or service, but it fails, and the business is forced to discontinue it.

Key reasons why digital transformation failures happen

As businesses continue to pursue their transformation initiatives, accelerated over the past year by the COVID-19 pandemic, it is essential they avoid the missteps that can lead to failure.

1. Lacking the correct mindset

This is usually the first reason why digital transformation initiatives either regress, underperform or fail outright. Most people are naturally adverse reluctant to change unless they can clearly see

the benefits. Management needs to get behind the transformation and sell and support the project.

2. Having the right culture

The inherent culture of a business can make or break its transformation initiatives. Cultures that embrace change and collaboration are going to be more successful.

Management must identify the resistors, train them and turn them into digital transformation champions.

3. Not hiring the right talent

Bring in the right talent to drive transformation. You need people who have a digital understanding and experience in implementing transformations teamed with business expertise. Finding people with the right skills for your digital transformation team can be a challenge, particularly with the shortage of tech talent. Consider outsourcing all or parts of the transformation project to specialist firms. It is important to only engage with those that really understand your market, your business, and your customers.

4. Lack of clear goals

Implementing technology just for the sake of it is a clear path to failure. Start with the "Why". Businesses need to understand what they key areas of focus are and what they are trying to achieve from the business point of view - e.g., reducing costs, increasing sales, being more agile. The key thing is to define your goals clearly, then define what you need to do/know to deliver those goals.

5. Failing to think through the required technologies

You need to know what the enabling technology will require downstream to ensure adoption and compliance. If the new technology involves sharing information in a new way, you may need new security and compliance infrastructure in place.

Not giving the project time to succeed

It is better to clearly think through what is required and focus on improving results. It's not about 'big bang' transformation. Focus on iteration.

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Bret Gower
Smith & Partners Lawyers

The misrepresentation doesn't have to be an express statement made by the defendant.

The Court's decision in Klissers Farmhouse Bakeries Ltd v Harvest Bakeries Ltd is an excellent example in terms of explaining the workings of passing off. In 1985 Klissers sold and marketed its (world famous in New Zealand) Vogel's range in polythene bags with checks of different colours and size or both with the bags tied at one end to produce a ponytail effect (yes, in 1985 the 'ponytail' was new). A rival bakery started selling its bread in polythene bags also featuring checks and tied with a ponytail. The Court decided that the rival was indeed trying to pass its 'milk and honey' loaf off as Klissers' by adopting similarly distinctive packaging and issued an interim injunction (an order requiring the rival to cease its actions).

Likewise, in Big Blak Saks New Zealand Ltd v D & A Marketing Ltd the plaintiff claimed rights in the packaging and overall presentation of a range of rubbish bags. While Big Blak Saks did not have a registered trade mark for the appearance of the product, it was able to persuade the High Court that it had a reputation and goodwill in the overall appearance of the goods and that the appearance of the defendant's products was a misrepresentation calculated to pass off the defendant's product

as that of Big Blak Saks causing it loss of sales. Those factors were sufficient to enable it to obtain an interim injunction to prevent the competitor marketing and selling look-a-like products.

Compared to passing off, a breach of the FTA is a more agile option for claimants. Under the FTA there is no requirement for your business to prove damage has occurred which means that rival

traders can bring an action under the FTA even though they have suffered no loss.

Obviously neither of these claims is to be made lightly, but if you have genuine concerns that your business is suffering at the hands of a copycat who is benefitting from your hard work you should contact a commercial and/or intellectual property lawyer to see about putting a stop to it. In the first instance call Bret Gower (commercial Associate at Smith and Partners Lawyers) on 09 837 6893 or email bret.gower@smithpartners.co.nz for a quick chat to establish the basis of a claim.

Dealing with copycats

There is nothing worse than somebody else benefitting from your business' success by riding on your coattails and confusing customers that their products or services are the same as yours. The legal solution to these copycats is to make a claim against them of passing off and a breach of the Fair Trading Act 1986 (FTA).

A claim of passing off and a breach of the FTA are invariably used in conjunction in look-a-like situations where one business tries to pass itself or its products off as the business or product of a rival.

To prove passing off, a business needs to show that:

- A distinguishing feature or combination of features of the business' goods or services has acquired a goodwill or reputation in the market so that its business is known and recognised by that feature or combination of features; and
- The other party has done something (either intentionally or unintentionally) to lead consumers to believe its goods or services are the goods or services of the business. This is called a misrepresentation; and
- That the business has suffered or is likely to suffer damage as a result of the defendant's misrepresentation.

The misrepresentation doesn't have to be an express statement made by the defendant. It can be implied from the use of names, marks or product 'get-up' that are sufficiently similar to cause confusion in the minds of the public.





Sylvie Thrush Marsh,
MyHR's Head of
Platinum Services

Recruitment and employee retention in 2021

We know that plenty of companies are having a hard time finding skilled people at the moment.

The country's economy is in much better shape than many predicted, but our borders are still (mostly) closed to keep out COVID-19, and there's a serious squeeze on talent.

The government has initiated a number of responses to address the skills shortage, but the size of the labour pool is only going to change slowly

as people train and upskill and the borders reopen at some point (be aware that immigration changes due in November 2021 will make bringing in skilled migrants harder).

The opportunity: company solutions

The good news is that there are plenty of things employers can do to find and retain the best talent in our existing labour market.

The first step is to think about the way you organise and run the business so it's attractive to the right kinds of employees. This sort of design thinking requires some time and energy, but it is an investment worth making.

What you're really looking for is a couple of compelling reasons why someone would choose to work for your business instead of another. At a broad level, it boils down to a few key things:

- **Pay** - the most obvious lever to pull as most people like earning more money. However, offering top salaries or wages is costly so if you aren't able to compete with the highest pay, perhaps you can offer other benefits or perks, like bonuses or profit sharing.
- **Type of work** - there's often a lot of repetition in many roles, but being able to offer interesting work, unique projects or products, or a wide variation of tasks can be really attractive.
- **Development opportunities** - People want to improve and progress so providing opportunities for development and training can be a great way to differentiate your company. Just be sure to articulate them well, and match any promises with actions.
- **Lifestyle** - work-life balance is important to many people - now more than ever - so offering flexible work options (e.g. remote working or flexible schedules) is an inexpensive way to make your workplace appealing to potential and existing

employees.

- **Culture and team** - "Culture" gets bandied about a lot, but the team environment and how people are treated are a big part of attracting good people and either keeping them or driving them out. Think about what drives your company culture, whether it can be improved, and how it can be communicated.

Putting the pieces together

Focusing on these key areas simplifies the recruitment process because it means you've identified your points of advantage or difference (or highlighted areas you need to improve) and can appeal to the sorts of people that will fit your business and the role.

Develop this within your company, include it in your recruitment materials, and communicate it to candidates.

Also work on ensuring your strategies and systems are sustainable. It's not about securing one star performer, once. You want to be able to recruit good people whenever you need them and to ensure you retain your talent.

Ensure your HR practices are solid

Remember, the easiest way to recruit is to not have to in the first place.

Some movement in your workforce is normal and can be beneficial, but if you are regularly losing people you'd like to keep, it's important to understand why (exit interviews are great for this). Most of the time, it will be down to one or more of these five factors.

Having good HR practices and processes supports competing for talent and means your employment relationships have a solid foundation. Nail down your compliance side (employment agreements, job descriptions, communication channels etc.), and make sure your performance and remuneration review systems are effective.

It's all about having all the right pieces in the right places so you can attract top talent and keep them with you to help drive the business.

It's all about having all the right pieces in the right places so you can attract top talent

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Mark Marone
Dale Carnegie

Financial Capital vs. Social Capital in the Return-to-Work Debate

- Working from Home (WFH) will be coming to an end for many who expected otherwise: physical offices are set to make a bigger rebound than anticipated.
- The widely publicised cost savings of remote work could be outweighed by the impact of declining social capital and changing communication patterns.
- Whether operating remotely, in a hybrid model, or in-person, organisations may want to turn some attention to strengthening social capital.

As keen observers of human relations and their impact on an organisations' performance, we wrote several articles back in 2020 on the future of Working from Home (WFH). We weren't convinced then that remote work would become the "new normal" and it seems that many of business leaders now agree.

The latest McKinsey pulse survey of CEOs reports that while many leaders don't expect to really be settled into their post-pandemic working model until 2022 (whether that's back to their pre-pandemic mode of operation or a "new normal"), most now expect to return to the physical office.

Despite some high-profile exceptions, "wholesale moves toward remote working remain the exception rather than the rule", they conclude. In fact, fewer than a third of business leaders surveyed are now committed to a hybrid model including two to three days of remote work per week.

Why?

Even with the appeal of significant cost savings from WFH, we think that recent experiences have given business leaders a heightened sense of the importance of social capital and its impact on collaboration, corporate culture, talent development, productivity and performance.

At the heart of social capital development are trusted professional relationships and effective communication, and we've all seen how difficult it can be to consistently communicate well when restricted exclusively to email, texting and virtual meeting rooms with virtual meeting fatigue being recognised across the business world as a significant detractor from the current WFH model.

Our research (consistent with work done by many others) has found again and again that effective communication and social intelligence are key for psychological safety and team effectiveness, resilience, organizational agility, and the genuine inclusion that supports sustained diversity.

We've undergone our own digital transformation at Dale Carnegie to offer new flexibility to participants - Learn From Anywhere (LFA) option. Opportunities on the horizon for bringing people together for training around topics such as interpersonal skills, social intelligence, and leadership are good news as research suggests it may be more effective when taught using a blended approach that includes live instruction together with online enhancements.

If you're ready to learn more about enhancing social capital-building skills within your team build, please contact us - we look forward to talking with you.

Mark Marone, PhD. is the director of research and thought leadership for Dale Carnegie and Associates where he is responsible for ongoing research into current issues facing leaders, employees and organisations worldwide. He publishes frequently on various topics including leadership, the employee/customer experience and sales.

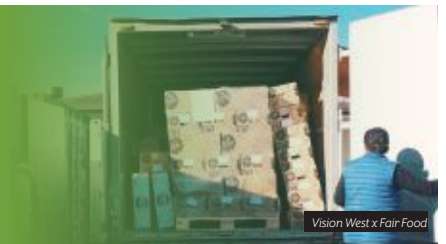
"wholesale moves toward remote working remain the exception rather than the rule"



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Lisa McShane,
BNZ Head of West Auckland

BNZ West Auckland Partners

When COVID-19 first hit, businesses largely put their plans on hold. This was the right thing to do as we hunkered down for what was predicted to be a deep economic downturn.

But as the path ahead starts to become clearer, businesses have moved out of 'survival mode' and are now looking to thrive and grow.

BNZ is now officially the country's largest business bank. We supported thousands of businesses through lockdowns and alert levels and we are here to continue supporting businesses big and small, across the country, to take advantage of the new opportunities to grow and prosper.

Our Good to Grow loan scheme is offering low-interest business loans to support New Zealand businesses to thrive. The loan is available to all eligible New Zealand-based businesses who want to invest for the purposes of:

- Increasing production
- Funding additional inventory
- Improving manufacturing productivity and efficiency
- Driving sustainability
- Employing more people
- Expanding, or purchasing, owner-occupied commercial premises
- Accelerating new product development
- Buying plant and equipment
- Acquiring another business

Businesses borrow to gear up for what is coming and at the BNZ we are seeing large investments in capital items such as plant and machinery.

We are also seeing businesses invest in unlocking new ways to market their products, or even to enter entirely new markets through digital technology.

Everyone has seen the power of ecommerce and digital platforms, and our customers are more than ever investing in tech to increase access and flexibility for their people and customers. More people are working from home, but not to the detriment of face to face contact and we are encouraged by our many customers returning to engage face to face either through their offices or in meeting engagements, and basing themselves at our local Partners Centres.

It's all about embracing ecommerce while retaining opportunities

to physically connect.

Businesses can realise growth by borrowing or bringing in investors. Both give you access to capital but while borrowing allows you to retain ownership, tapping investment capital comes with an equity and ownership cost. Each has their advantages and costs and businesses should consider what works best for their plans.

Borrowing can also enable payback flexibility - companies choose when to draw down a loan and often have a say in when to pay it back.

When we think of borrowing, it's not just about term debt.

BNZ has products that help business owners with all their business requirements, including Trade Finance, Asset Finance, and Invoicing Finance to help people when they don't have enough balance sheet liquidity. Our dedicated Markets team can also assist you with your FX needs. It's not unusual to see customers with a combination of different products.

We know there are challenges ahead - the country is still feeling the brunt of the global supply chain issues, getting the right employees for your business remains difficult, and we only have to look across the Tasman to see the impacts of another outbreak.

But no matter what the future holds, BNZ's team of bankers and wrap-around specialist services can offer everything you need – from products that manage risk and drive growth to our network of industry experts and bankers who can help you achieve your goals.

In West Auckland, the BNZ have a local team of 10 Partners dedicated to supporting our local businesses and helping our community prosper.

Get in touch with us today and let us help you navigate the challenges and embrace your growth opportunities.

Jamie_Pickford@bnz.co.nz or Phone 021 834 774 or
Lisa_McShane@bnz.co.nz or Phone 0274 977 751



BNZ West Auckland Partners Team Back row left to right: Tim van der Kraaij, Greg Norman, Jason Charleston, Lisa McShane, Elaine Burden, Jamie Pickford, Andrew McIlwrick.
Front row left to right: Siobhan Hanchard, Pravin Chand, Matthieu Olo-Whaanga, Vandy Joshi. Absent from the photo is Shail Kumar and Chris Yu.

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