

Issue 184. April 2022

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With thanks to our partners ...



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From My Perspective

Phil Clode, Business Development Manager, phil@rosebankbusiness.co.nz



Rosebank Property and a Mayor

Every week we have people phoning the RBA about what property is available in Rosebank for lease or sale. There currently is a large amount of movement and with COVID-19 this has been supercharged. Rosebank continues to be a very desirable destination for business.

On the back of our feature story about the new Allegion build on Rosebank Road in our last Roundabout Magazine, I have more news regarding the growth of redeveloping space on the peninsula. Vacancy rates have continued to be very

low in Rosebank and property prices have continued to rise. Rentals have risen by 8.8% over the last year for A grade facilities. Great returns for property owners.

The Kirkpatrick Group development at 32 Patiki Road was once home to Nuplex before it's redevelopment and is now full of new tenants. It had sat for a while but as property has become scarcer it has become more favourable.

Recently CBRE sold 1- 4 and 2 Patiki Road. The two titles total over 46,000sqm of land which was acquired by Stride Property Limited. The site which has been home to Valspar (New Zealand) Corporation for a long while will eventually make way for a new 18,000sqm plus development. It is expected to be completed in the latter half of 2024.

The last bare piece of land that was available in Jomac Place has finally been developed and now has a 5,000sqm high stud warehouse on it. The build will be completed by May 2022 and feature a large canopy adjoining the warehouse to provide a protecting loading area with substantial truck access, a 1,685m² yard and plenty of room for container devanning. A well-appointed 595sqm office and amenity area adjoins the warehouse with a outlook across the city

fringe. The exclusive marketing agents for this property are CBRE.

Check out our new RBA website and the 'Property for Lease and Sale' section under Business Support. We update the section every couple of weeks with new listings from Bayleys, Barfoot and Thompson and CBRE.

On the 29th of March we had the pleasure of hosting Wayne Brown and his Mayoral Launch. We want to thank Michael Hawkins for offering BLUM as the host venue. A beautiful spot looking out over the harbour and Auckland skyline.



Wayne is a straight up guy that calls a spade a spade. He wants to fix Auckland and anyone that drives along the motorway to Rosebank each day will attest, it's about time. He has a no-nonsense approach to making Auckland become a functioning city with plans to improve infrastructure and keep projects on time and on budget.

It will be interesting to see how Wayne goes and we wish him luck.

Regards,

Phil Clode,
Business Development Manager





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Auckland's Water Strategy

Auckland Council has a broad role in delivering water outcomes. Auckland Council itself provides storm water infrastructure and services, resource management regulation and compliance.

Watercare provides drinking water and wastewater infrastructure and services.

In addition, Auckland Transport influences land use and the stormwater network.

A discussion document (Our Water Future - Tō Tātou Wai Ahu Ake Nei) was consulted on in 2019. The purpose of this document was to elicit community views on the future of Auckland's waters and how the council should be planning for these in its water strategy.

Feedback was provided by the RBA along with a number of other BIDs. In particular, the RBA asked that the vision and principles also include the use of water for economic purposes.

The RBA also acknowledged concerns about sediment run-off from land-based activities degrading freshwater ecosystems as well as estuaries, harbours and marine waters. The RBA also agreed with the implementation of more water sensitive development practices, the use of rain gardens, litter traps and swales to filter out contaminants from urban stormwater and 'daylighting' streams. Special note was made of the support for Council's Pollution Prevention Programmes. The RBA also agreed with implementing different treatment systems in the road corridor to treat runoff before it reaches our harbours.

Concerns were noted that continued population growth and urbanisation would add to the pressures on waterways, especially by increasing the number of impervious surfaces. Careful design was needed to minimise this, but also that the residential sector appropriately make its contribution alongside the commercial sector.

It was noted that about one quarter of Auckland's reticulated water supply was used by the commercial sector, with some industries being particularly water intensive, including beverages, food and other manufacturing activities. Here, the RBA argued that 'water use' for commercial or businesses purposes should be recognised as a value in the Water Strategy.

Note was also made that Auckland was vulnerable to a range of hazards that posed a risk to safety and property, such as intense storm events and localised floods. Of the 137,000 buildings in Auckland prone to flooding, the RBA noted that many were industrial and commercial buildings.

At this point, the Water Strategy seeks to manage the challenges facing the use of water in Auckland, including:

- Protecting and enhancing the health of waterbodies and their ecosystems;
- Delivering three-waters services at the right time, in the right place, at the right scale, as the city grows;
- Having enough water for people now and in the future;
- Reducing flood and coastal inundation risk over time;
- Ensuring water affordability for Aucklanders;
- Improving how the council works with its treaty partners;
- Improving how the council organises itself to achieve these outcomes.

The Water Strategy has also been developed during a period of significant uncertainty for Auckland Council. Central government has recently indicated that participation in the proposed Three Waters Reforms will be mandated in the planned enabling legislation. The reforms will move management of three waters assets to a new inter-regional entity.

Over the next few years, as the shape and impacts of proposed reform become clearer, the Council will use the Water Strategy in appropriate ways to provide direction. This strategy would become council's position on the aims and outcomes sought from any new entity.

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Kim's Corner

Kim Watts RBA Executive Engagement Manager
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It's all about good news!

For the past two years, we seem to have mainly heard bad news stories, which have been highlighted by both mainstream and social media and these have not been helped by the restrictions placed on everyone regarding COVID - 19.

So, it's always nice to receive an email about one of our local companies letting us know some good news which is what happened when Kelly Brown from

Triquestra informed me that they had announced a new client that day and what a great example of how the words "Stronger Together" resonated as one kiwi business chose to do business with another kiwi business.

Their new client is NPD Ltd, which is innovating to differentiate and meet changing customer expectations. Triquestra is thrilled that the fuel & convenience retailer has chosen Infinity (their flexible, cost-effective retail management system) to transform its retail system and provide a hub for future innovation. Let's hope that more Kiwi companies follow suit and start looking closer to home rather than dealing offshore, the last two years have surely taught us that we need to be more self-reliant and supportive of our fellow businesses.

Speaking of keeping it local and as part of the Rosebank Business Association mantra to maintain a safer, cleaner, smarter Rosebank business community, the Rosebank Crime Prevention Group was formed to find solutions to the increasing crime rate and boy racer issues within our Rosebank area. We met on the 1st of March 2022 and were introduced to Inspector Glenn Baldwin who is the new Prevention Manager for the Western Area.

It is obvious that Inspector Glenn Baldwin is taking our concerns seriously and has already caught a 38-year-old male for the break-ins to the coffee/bakery robberies. He is up for four charges and the police are working on another seven.

Inspector Glenn Baldwin is very aware of the issues we are



having with boy racers, particularly in Timothy Place and Jomac Place and the police are putting more emphasis and time into addressing this issue. They have already started to catch people in the act of doing burnouts with several people prosecuted and their cars confiscated. It was amusing to hear that one racer had decided to turn up to Timothy Place on the 10th of March early evening and proceed to do a burn-out in front of an undercover cop who was talking to one of our local business owners -oops!!

I have read countless reports that chocolate is good for you and is meant to help protect your cells from inflammation, improve your brain function, and boost your immune and cardiovascular health. Working on this basis you can justify that eating Easter Eggs is a good thing (in moderation). If you haven't already entered our virtual Easter Egg Hunt - there is still time and it's really easy! Just go onto our Rosebank Business Association website www.rosebankbusiness.co.nz and get hunting for Easter Eggs, then complete the form on our landing page. We have lots of real Easter Egg goodies to give away with prizes for both adults and kids. Who knows - you might be receiving good news!



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Rosebank News & Events

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

Penelope Brooke Catley Sipos: Born 26 February 1948.

Passed away suddenly in Auckland Hospital on the 23 February 2022.

Brooke attended Samuel Marsden College in Wellington before securing an Honors degree in Political Science at Victoria University. She was a hugely respected Wellington Hair Salon business operator and became Chair of the New Zealand Hairdressing Association.

Brooke arrived in Auckland in 1982 having been headhunted by Wella NZ to join their Rosebank branch in a senior management role. She was a founding member of the Rosebank Business Association established in 2001 and as co-founder with Mark Darrah (Reliance Transport) and Mike Gibson, was primarily responsible for the establishment of one of Auckland's most respected Business Associations.

She held other successful senior management roles with Carter Holt Harvey, Thornton Hall Fashions and Downia NZ, a premium duvet and bedding distributor in Rosebank.

In her later years Brooke joined the NZ Education Association and developed a highly successful career as a primary school teacher at Mayfield Primary in East Tamaki.

Brooke's career was cut short by a nasty car accident in 2016. In her most recent years, she pursued an active personal and financial interest in Thoroughbred racing in Auckland and Australia as a fellow Director of Emerald Glen Bloodstock. While in body she was not present to see either of the La Bella Diosa or Savabella Rose yearlings being auctioned recently at the 2022 Karaka Yearling Sales, her presence in soul for those who knew her was immense.



Many will acknowledge her as being savvy and smart, adventurous, bold, financially astute, worldly - having been well traveled, generous and loyal with a love of fine dining, fine fashion and very smart motor vehicles. She passed away being a truly special lady.

Brooke's private but memorable funeral was held on the 26th February 2022 with her ashes buried alongside her mother Helen Catley Sipos in Taupiri, resting place of the well-known Rugby family members Haswell and Gary Catley.

Sincere and much appreciated special thanks to the Auckland Hospital Ward 14 Awatea Doctors and Nursing staff.

Should any friends wish to pass on their personal acknowledgements please do so by contacting Mike Gibson, email gibo@rosebankadvisory.co.nz or 027 2940551.



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Are you worried about your staff's financial wellbeing?

83% of employers say money problems interfere with employees' productivity and over 50% of New Zealanders worry about their finances every day or every week. How is this impacting you and your business?

The Rosebank Wellbeing Collab Programme is a collaboration that recognises a business's most important asset is its people, and supporting employees to be their best is fundamental for the business sector. The programme has identified employee financial wellbeing as the greatest workplace wellbeing priority for this year.

Stefan Crooks, Chairman of the Rosebank Business Association, explains more about the importance of wellbeing. "The Rosebank Wellbeing Collab builds collaboration between our businesses in the Rosebank area to improve workplace wellbeing for our people. We're committed to improving financial wellbeing this year. So, everyone who registers for our Financial Wellbeing Picnic will have lunch delivered to them, courtesy of the RBA, to enjoy during the one-hour event!"

The RWC Financial Wellbeing Picnic is being hosted by the RBA from 12.30pm to 1.30pm on Wednesday 6th of April. It will showcase two ways in which employers can provide financial wellbeing support to their employees:

1. *Auckland Unlimited's Future Ready training - an initiative that provides short, in-work financial literacy education courses for Pacific people.*

2. *Haven Financial Advisers - Haven has been helping Kiwis reach their financial goals for over 13 years. They are committed to furthering the financial education of all New Zealanders, hosting Financial Wellbeing workshops that support your team on their financial journey.*

Join us to hear from local Rosebank businesses who have used these solutions to help their employees provide a more financially secure environment for their families.

Register Here:

<https://www.eventbrite.co.nz/e/rosebank-wellbeing-collab-financial-wellbeing-picnic-tickets-276245817677>



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When was the last time your business had a health check?

Even when things are going ok, most people still regularly visit their doctor for a health check to make sure all their important health metrics are where they should be, and if they are not, they make a plan to address it.

The same approach can be applied to your business.

With so much impacting our business environment now and over the past 24 months, when was the last time you gave your business a health check?

Elaine Burden and Elizabeth Johnson are both Business Partners with the Bank of New Zealand West Auckland team based in Henderson, with over 20 years' experience having worked with many businesses across a wide range of industries.

Elaine explains that the BNZ can help by taking you through our Business Health Check framework.

"This is an in-depth, one-on-one clinic with you and a BNZ Business Partner. We start by understanding your situation, from your current position covering all aspects of your business right through to your desired goals. We help put a plan in place to get you there."

"Our customers are at the heart of all our interactions, every conversation gives us the opportunity to help make a difference and add value," says Burden. The Health check is divided into two parts. The first part covers an overview of your business, where we discuss operations and performance, stakeholders

and advisors, customers and suppliers, and competitors and market trends. The second part assesses your needs and goals across several financial pillars, including everyday banking, debt, investing in your business and also business protection. By understanding your full position this will ensure you are receiving the right advice.

Elizabeth acknowledges that time is valuable to everyone and dealing with someone who understands your business and what is important to you as a business owner is invaluable.

"Repeating yourself is endlessly frustrating, so at BNZ, when we do a Business Health check, it means you won't have to explain your business to us each time you interact with us," says Johnson.

"It provides time to reflect on your business goals along with what keeps you up at night. This is important so that we provide the right advice and relevant solutions to help you meet your goals and helps you think about where your business is going."

Elaine and Elizabeth are both passionate about being part of the ongoing success of our customers, particularly those in our local West Auckland community. Helping them succeed, making banking easy and adding value is the driving force behind what we do. If you would like to arrange a Business Health Check, you can contact either Elaine on 029 200 6770 or Elizabeth on 021 875 155.



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Russian Vodka Pulled From Kiwi Retail Chain's Shelves

One of New Zealand's largest alcohol retail chains will strip thousands of bottles of Russian Vodka and beer from shelves in response to Russia's escalating aggression towards Ukraine.

The West Auckland Trusts which owns 26 retail stores as well as hospitality venues throughout the region will stop selling thousands of Russian made products from today.

Allan Pollard, Trusts CEO, says the move is a response to Russia raising its nuclear alert level along with a growing groundswell of consumer sentiment.

The ban includes those brands with Russia as their country of origin and includes; Ivanov, Russian Standard, Russkaya, Kristov Red vodkas, Gorkovskaya Vodka, JJ Whitley Rhubarb Vodka, Royal Bison Vodka, Russkaya Vodka, Baltika Beer and Three Hills Pale Ale beer.

The product will not be replaced with other brands and the empty shelf space will instead display a Ukrainian flag.

Pollard says the immediate removal of Russian vodka and beer from sale is in line with similar actions taken by businesses in a number of other countries around the world including Canada, US and Australia.

He says the company sells thousands of bottles of Russian made liquor annually however they are prepared to bear the cost associated with their self-imposed boycott of products from this nation to support those impacted by the events in Ukraine.



Allan Pollard, Trusts CEO

"Vodka is Russia's most high profile export product and our actions today are designed to show our support for Ukraine's sovereignty.

"While New Zealand is a comparatively small market individually, joining our counterparts in other countries around the world in boycotting the sale of these products is a statement of solidarity for the Ukrainian people," he says.

He says the product will be removed from sale from all Trusts stores in West Auckland today and placed in storage, or discarded if there is no imminent resolution.

Pollard says there are other locally made and imported alternatives available for their customers.



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UHY Haines Norton Appoints New Director Erin Gibson

Chartered Accounting firm UHY Haines Norton is delighted to announce the appointment of Associate Erin Gibson as Director and Shareholder.

Erin joined the firm in 2015 as a Senior Accountant and was promoted first to Manager of their Helensville office and then Associate. She is an extremely experienced accountant who always makes a point of understanding her clients' situation and sharing her knowledge from a real-world perspective. To Erin, it's important that her clients understand why they are doing something, not just that they have to do it. "I like to give real-life examples to help demystify tax and accounting and explain how we can help. I also think it's vital to understand the personal aspect of my clients' lives. You need to understand where people want to go and have the whole picture - that's when you can help them the most."

The change in leadership comes about as Kerry Tizard retires from his role as Director and shareholder after 25 years. One of the many highlights of Kerry's career has been being involved in and contributing to the development and change of UHY Haines Norton from a small firm with a very local focus to the practice it is today which encompasses so much more. He established and grew the area of business valuations into the service line it is today and has been responsible for many families who have been clients right from the outset. While



Kerry is retiring from his fulltime role, he will continue to work for UHY Haines Norton as a consultant on a part-time basis and primarily focus on business valuations.

Kerry knows his clients are in great hands. "Erin is a very talented accountant: astute and considered. She is very tech-savvy and will bring a fresh perspective to the role," he says.

"People think being an accountant is all about numbers," says Erin, "and while that's true to a certain extent, it's actually all about people. It's about helping clients to understand their business and succeed, for their future and their children and their retirement... It should never be just about looking at historical numbers but about where you want to go - because it can impact on your whole life."

The UHY Board is excited to welcome

Erin to her new leadership role and the fresh insights she will bring to shaping the future of the firm.

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Systems Commercial Furniture

A Family Affair

It all began in 1983. Milk was around 50 cents a litre, Crowded House were busy putting Kiwi music on the map, and in a Titirangi garage, a former aircraft engineer was trying his hand at building light, strong and reliable furniture by adapting aircraft technology.

Kiwis love a good homegrown success story, and Systems Commercial Furniture more than fits the bill. Almost four decades on from its humble beginnings, this pillar of New Zealand's office furniture industry is still a family-run business with an impressive range of NZ-made products, a loyal and hardworking team, and a reputation for quality and service.

When office furnishings are the challenge, whether residential or commercial, the team at Systems Commercial take pride in providing the solution. Their specialty is custom furniture design; they offer a range of desks, tables, chairs, social distancing solutions, reception fit outs, storage and more, as well as select home furnishings. While some products are imported, much of their furniture range is made in their own factory in Glen Eden, and available to individuals and big corporates alike.

"We deal with everybody, really," says Sales and Marketing Manager Natasha Crawford, who joined her family's business over

20 years ago. "Home office to office large fit outs." No job is too big or small, whether it's providing solutions for an office of over 100 employees or for one person working out of their spare room at home. "We can do 30-40 big electric desks and screens, all the storage, reception counters [and] boardroom settings, right down to your home office or smaller work office that requires a smaller set up, like a couple of desks and chairs."

Walk through the doors of the bright and airy Systems Commercial showroom on Rosebank Road and you'll be greeted either by Sales Consultant Francene Ellis or Natasha and her father, owner and founder Brian Ward. Now semi-retired, he also welcomed his sons into the family business early on, and they created a branch specialising in cabinetry.

After starting out on Khyber Pass Road and making a few moves around the city, Natasha, Brian and their team took up residence in the Avondale showroom in 2017, fulfilling a long-standing desire to be closer to their factory in Glen Eden. With its light, sunny feel and proximity to local businesses, cafes and the motorway, the showroom is the ideal hub of the business. "It's a great spot," says Natasha. "We've got parking right outside, and it's very easy for people to find us."

The team often rejigs the showroom space to keep the look fresh and appealing, as well as to feature new designs and layouts. Keeping on top of trends and new products is an important part of running the business, especially in the wake of the Covid-19 pandemic and the dramatic increase in the number of people working from home.

"People are investing a bit more in office chairs. That's normally the first thing people look at," says Natasha, something that will come as no surprise to anyone who spent lockdown making do at the dining room table. Although open plan layouts had been the trend for the past ten years, now that people are starting to return to their offices amid the ongoing pandemic, Natasha has seen a move towards flexible workspaces that can be somewhat divided, as well as features like sit-stand desks. The "tricky balance" is maintaining a stylish aesthetic alongside acoustics control and noise buffering, as well as keeping prices in check to provide flexible options on any budget.

Despite the inventory issues that have plagued many retailers over the past two years, Natasha says the business is "quite well-stocked" to meet the needs of their customers, thanks to their own manufacturing arm and solid supplier base. The pandemic has actually seen the business's online sales improve by 20-30%, making the Covid era just another bump in the road for a business that has survived the ups and downs of the last few decades without any major hiccups. Natasha largely attributes their enduring success to their people. "We've had a good team for quite a long time," she

explains, adding that most staff have been working there for 15 years or more. Although not everyone in the business is a blood relation, everyone feels like family.

And the family motto? To make it as easy as possible for people to find a cost-effective solution. Thanks to their locally made stock, in-house design team, personalised service, and bespoke solutions, the Systems Commercial team is well positioned to do just that.

"Because of our in-store team," Natasha adds, "people don't have to do the flat pack thing, so that removes that stress!"

The Systems Commercial Furniture showroom is located at 558 Rosebank Road. They're open 8:30am - 5pm Monday to Friday, and would love to welcome you in for a chat about your own office furnishing needs.




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Brand New

Designing a new brand for DebtManagers

There are many things to consider when rebranding your business, one of the most important being how your company will 'look' to prospective clients. Often, your branding will be the first thing they'll see. It therefore needs to reflect the philosophy of your company.

This was something faced by Intercol earlier this year, when they rebranded to become DebtManagers. It was also early on in the process that they started working with RBA member Production Partners. While DebtManagers already had a great logo, there was still a lot of work required to bring their new brand to life.

It was here Production Partner's team of passionate problem solvers came into their own. A full-service, creative production agency, they offer creative ideation and custom design. In addition, they provide solutions for promotion, print, packaging, direct mail, point-of-sale, promotional products, storage and logistics.

Early involvement in a project of this nature is crucial. In this instance, it allowed Production Partners to guide production through any potential issues down the track. One of the first things the team addressed was the proposed colour of the new logo.

On the face of it, the colour was vibrant, unique and sure to stand out. However, it was a colour that couldn't be replicated across the various production processes that would be required for the full rebrand.

To put it simply, the colours of the vinyl used for vehicle graphics are very different from the colours of the thread used to embroider company uniforms, to give just one example. The challenge was coming up with a colour that, while close to the original, would give consistent results across all elements.

To this end, Production Partners ran sampling and swatches to confirm their proposed colour choice would match across all processes. These were then used for approvals and translated back and used in the brand guidelines. This not only ensured the colour was right from the beginning, but that it will remain

consistent in the future.

Of course, finalising the logo colour was just the first item on what was a very long list. Because this was a full rebrand, DebtManagers were starting from scratch when it came to marketing and print collateral, merchandising, signage, and the like.

With Production Partners responsible for the production of all elements, this cut down on the workload for the client and their brand agency. Rather than dealing with multiple suppliers individually, they had one point of contact. And it was one that knew the job inside out, thus avoiding any double handling or details often lost in translation whilst maintaining consistency.

When asked about how the project was from Production Partners' point of view, business owner Lee Shaw said, "The client and agency were a dream to deal with."

As well as an online presence, DebtManagers have a physical presence, one that requires signage. This starts on the outside of the building with spray painted signage that is a perfect colour match for everything inside. The same is true of the graphics on the company vehicle parked out front.

In reception there's more spray painted signage, along with LED lit wording. All of this is designed to reflect the company's philosophy of challenging the status quo and creating a fairer financial world.

In order to ensure privacy, the glass walls of meeting rooms are frosted with a design incorporating the shield device that forms part of the company logo. Again, this subliminally reinforces a consistent message as to the professionalism of the organisation.

In addition to these large-scale projects, the company branding appears on promotional items like pens, drink bottles, note pads and fridge magnets. You'll even find it on your coffee cup and the staff uniform, with production of these likewise the responsibility of Production Partners.

The team also took charge of production of company stationery,



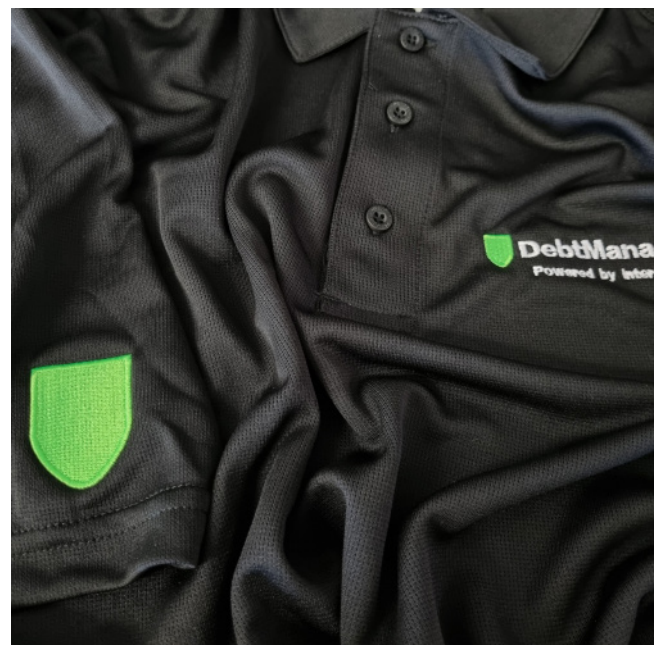
Production Partners Directors, Olivia Duthie and Lee Shaw



print collateral, and the DebtManager's corporate sales folder. No matter the scale of the job, Production Partners took it on. It was this approach, and their stellar time-management and supplier liaison skills, that were a key to the success of the project.

If you're looking at rebranding, or even branding a start-up, then you need to give consideration to involving a company like Production Partners upfront. And on that, here's what the DebtManagers' team had to say about the process.

"Production Partners were our one stop shop as our business underwent a major rebrand in February. Lee and his team provided exterior and interior signage, uniforms, print collateral, as well as some great merchandise. No job was too big or too small for these guys. They made our goals and challenges their own, delivering a superior result across all aspects of the project, working with some tight deadlines. Our clients and staff were impressed with the sophisticated information packs and good quality merchandise. We are very fortunate to have found a trustworthy partner and supplier such as Production Partners in close proximity to our business and we cannot recommend them highly enough." www.productionpartners.co.nz



Business Nuts & Bolts

Business to Business advice from **RBA Members & Partners**



Warwick Russell
SMEtric Insights

Insights are better visualised

Data-driven decisions are only possible when that data is delivered in the right way - turned into visual, actionable insights, delivered via clear, intuitive and customisable reporting dashboards.

When your tools and data sources are appropriately connected, a business intelligence solution is able to identify key patterns and trends within your information. These insights have the potential to increase organisational efficiency, effectiveness, innovation and agility, if they are delivered in an easy-to-understand way, and to the right people.

Rapidly evolving space

In recent years, an increasing number of small-to-medium businesses have recognised the power of data and modern analytics and the competitive advantage this technology brings. These solutions are more insightful, efficient, accessible and affordable than ever before: you spend less time finding, extracting and managing data, and more time acting on the insights hidden within.

A well-constructed dashboard can deliver deep, meaningful and consistent insights in whatever department, team or process you choose to focus on, including:

- **Finance:** Real-time dashboards allow you to gain a sense of your current financial health at a glance by tracking key metrics like revenue, operating expenses and cash flow.
- **Sales:** How well are you converting prospects to customers? How well do you turn a first-time customer into

a long-term client? Data visualisations focusing on sales funnel, customer experience and customer churn metrics are invaluable in ensuring you're maximising sales, revenue and growth.

- **Marketing:** Dashboard insights can be used to refocus marketing spend, realign customer retention efforts, customise special offers, and potentially change your mix of products and services to better appeal to your target audience.
- **Operations:** Are your internal processes as efficient and effective as they could be? Is an attitude of 'this is how we've always done things' resulting in wasted time, money and effort? Dashboard reporting can highlight areas of improvement to cut waste, increase productivity and run your business better.

Capitalise on the Data You Already Have

In a modern SME, data is generated by every part of the business. Held within this data is the answer to almost any business question. Gaining access to these insights is a matter of identifying the most important information, managing and monitoring it (ideally in real-time, or close to it), and presenting it in an easy-to-digest way: a dashboard.

The more you use your reporting dashboards, the deeper the insights you'll gain. The key metric that determines your long-term success might turn out to be something that only a business intelligence tool can uncover, like customer lifetime profitability. Dashboards make it surprisingly simple to track an otherwise complex metric, so you can understand who your most valuable customers will be, and whether you're doing the right things to attract and retain them.

Dashboard reporting and the resulting insights can take your business to the next level by using your current data to simplify business decision-making. These insights get you focusing your efforts in the right areas: those that allow you to work smarter rather than harder and improve your bottom line.



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Bret Gower
Smith & Partners Lawyers

New law changes mean it's time to review your standard terms and conditions

The Fair Trading Act 1986 has long been at the forefront of consumer protection in New Zealand. The Fair Trading Act includes protection for consumers from unfair contract terms under standard form contracts. In the event that there is a suspected unfair contract term, consumers may complain to the Commerce Commission who have the power to apply to the High Court for a declaration to that effect rendering the term unenforceable.

From 16 August 2022, recent changes to the Fair Trading Act will enable certain affected business customers to also enforce the unfair terms regime in their dealings with other businesses.

What are standard form contracts?

Standard form contracts are typically found where everyday people enter into contracts without the chance of negotiation. For example, in most cases when we contract with large companies for services (i.e., telecommunication services, utility services, etc) the offer is generally under their standard terms and proffered as a "take it or leave it" type arrangement. In many cases consumers do not even read these types of terms and conditions.

For the purposes of the Act, those types of contracts are known as standard form contracts.

What are unfair contract terms?

There is no set definition or exhaustive list as to what constitutes an unfair contract term. The determination is ultimately at the discretion of the High Court subject to the circumstances surrounding the application being made. However, some examples of unfair contract terms are provided for in the Act. Some common examples are:

- A term that permits one party (but not the other) to avoid, limit, or terminate the contract.
- A term that penalises one party (but not the other) for a breach or termination of the contract.

- A term that permits one party (but not the other) to vary the terms of the contract; and
- A term that limits one party's right to sue.

The recent changes

On 16 August 2021, the Fair Trading Amendment Bill 2019 received royal assent bringing significant new protections and the extension of consumer protection to commercial parties under small trade contracts (commercial parties were previously excluded from protection under the Act).

New protections – The prohibition of unconscionable conduct

The significant new protections provide that no party in trade (i.e., businesses) can engage in conduct that is unconscionable. What constitutes unconscionable conduct is yet to be seen as it is not defined in the Act, however, the Act provides guidance by way of relevant factors the Court may consider when assessing whether conduct is unconscionable. This includes:

- Unfair pressure or tactics were used.
- Any undue influence on the parties.
- Whether the parties acted in good faith.
- Whether the parties understood the documents.

Again, the determination seems to ultimately be at the Court's discretion subject to the circumstances surrounding the application being made.

Extension of protection to small trade contracts

Another significant change is that the unfair contract terms scheme (as described above) will be extended to protect businesses under a "small trade contract" with other businesses. Small trade contracts are defined as contracts between parties in trade that do not meet a \$250,000.00 (incl. GST) annual value threshold when the trading relationship first arose.

The grace period

These significant changes to the Act will come into effect on 16 August 2022. Businesses therefore have only a few months to review their practices, standard form contracts, and small trade contracts to ensure they are compliant and not in breach of their obligations under the Act.

If you have any questions or require assistance in reviewing your practices and contracts in anticipation of the new Fair Trading Act changes, do not hesitate to contact Smith and Partners commercial associate, Bret Gower for a quick chat to determine whether these changes apply to you - on 09 837 6893 or bret.gower@smithpartners.co.nz



Sylvie Thrush Marsh,
MyHR's Head of
Platinum Services

Remuneration: How to get employee pay right

Money isn't everything, right? You can read any number of articles on HR or people management explaining how employees prefer to be recognised by any number of things other than money (we've written a few ourselves). It might be better benefits and perks, more time-off, or more flexible working hours.

But at the end of the day, for most people, earning money is a principal reason to go to work each day. It's also one of the easiest

ways for them to measure themselves and their achievements. So, what you pay people matters.

Remuneration (how you recognise, pay, and reward your people) can get left on the shelf as a low-priority item. This might be deliberate - say the business is in tight financial times and can't afford to pay more in wages or salaries - or it may be due to people being too busy and finding the pay review process too laborious. However, there are consequences to getting remuneration wrong, not the least of which are potential legal issues. Then there's the damage it can do to employee motivation, retention, and recruitment, and the company's overall reputation.

So let's have a good look at remuneration, its significance and common strategies for paying people effectively, and how to review remuneration and understand pay parity.

In a follow-up article, we'll examine the best ways to approach pay conversations with your people, and what to do if they aren't happy.

Why remuneration is important

Many businesses are in a competitive labour market, so if you pay less in wages or salaries compared to your competitors, it can be difficult to attract talented people and you risk losing the ones you have.

We consider paying people what they think is fair (and what the business can afford) a basic "hygiene factor". These are things that need not to be terrible in order for people to be happy with their conditions and for you to be considered a decent employer. While paying people unfairly will have a big impact on their sense of value, their engagement, and commitment to the business, having the most sophisticated, absolutely fair remuneration strategy won't automatically add value for your people. It will just avoid the negative consequences of getting it wrong.

It's a bit like brushing your teeth: not doing it is pretty gross, and though brushing them twice a day probably won't win you any awards, it will help you avoid cavities and expensive dental bills.

So, employers need to view remuneration (pay rates and salary increases) as part of a wider strategy to keep employees motivated in their role and in helping the business achieve its goals.

It's about offering a well-rounded package. So as well as rates of pay, what are the elements that make your business a great place to work (your employee value proposition)? It may be employees

having a sense of purpose in their work or a belief in the company's mission, additional leave or more flexibility, development and training opportunities, career growth, a sense of autonomy and creativity, or strong relationships within the workplace.

What motivates one person may not motivate another, so it's best to have a range of strengths and benefits to offer people.

Why you need to get pay right

In New Zealand, there are a robust set of legal minimum entitlements that form the foundation of any employment agreement, and all employers need to understand them and factor them into employee remuneration packages.

Every employment agreement must have a clause that sets out how much a person is paid and how their pay is calculated. The amount an employee earns must always be at least the applicable minimum wage rate (hourly, daily, weekly, or fortnightly) and those earnings can't be averaged out over a month or a season - the employee must earn at least the minimum wage for all hours worked during each pay period (i.e from pay-day to pay-day). There are also minimum leave and public holiday entitlements.

Then there's the Wages Protection Act, which ensures the integrity of wages and salaries paid to employees, so employers cannot make deductions from wages, except in a few cases like tax or Kiwisaver, without the employee's consent.

How you pay employees is also quite defined. They can only be paid in cash or (if agreed in the employment agreement) bank transfer, not in something else, e.g. the business' products or staff discounts.

Many employers have suffered financially over the past few years for failing to pay minimum legal entitlements to their employees. In 2020, Labour Inspectors found 136 employers in Auckland and Northland had failed to pay workers the minimum wage over the past five years and the businesses were penalised between \$145,000 and \$200,000 each.

Plenty of other large organisations have made mistakes with holiday pay, and leave and shift allowances, which have ended up costing millions to rectify. Having your name splashed across the headlines as a bad employer will also do nothing for staff morale or your reputation.

Reviewing remuneration

There are a number of compelling reasons why employers should regularly review their employees' remuneration.

Things are constantly changing, whether it's minimum pay, employment legislation, or the broader market, so you need to ensure that your business is keeping up with changes in order to avoid legal strife or employees becoming unhappy or being poached.

People don't like to stay stagnant or go backwards financially, especially with the cost of living increases we are currently seeing. Employees may also be looking for new opportunities or have new priorities after the past few years of disruption and uncertainty caused by COVID-19.

Remember, it's usually a lot more costly to attract new employees rather than to hold onto the ones you have. By the time that you recruit, onboard, and get a new employee's performance up to

where the previous person's was, you were probably better off paying the employee you already had a little more.

It's also important to align remuneration with company performance, objectives, and culture in order to support the overall business strategy. Reviewing remuneration along with changing performance goals is key to ensuring that individual employee performance and incentives can be set in line with broader company goals.

All employees' efforts should help the business achieve its goals and they should be rewarded accordingly.

Another key question is when should remuneration be reviewed. This can be tied into calendar or financial year business-planning. Often businesses align it with employee performance reviews, but we believe separating individual performance reviews and remuneration reviews is best, to ensure performance conversations focus on performance and pay discussions on pay.

You may also wish to review an employee's remuneration at milestones throughout their tenure, such as after probation or a year's service. Whichever way, it's important to ensure that there's transparency and that employees understand when and how their pay is reviewed.

What is pay parity?

Pay parity is a general concept of paying people fairly for performing the same job, regardless of employer, sector, the employee's gender etc. Parity does include allowing for some differentials, like location, performance, and experience.

Pay parity is important for employers to keep in mind, because without it you run the risk of losing touch with what people could earn elsewhere or finding your employees are unhappy when they compare their remuneration to that of others inside or outside the business.

There are 3 main ways to approach pay parity:

1. Market parity

Market parity means you pay your employees fairly compared to what other employers would pay for their skill set. This is usually what people mean when they talk about pay and remuneration parity.

Market parity can be tricky to assess because the pay rates for individuals employed by other businesses are confidential, however, some pay data is publicly available, e.g. national and international salary surveys.

Be aware that Fair Pay Agreements are coming (similar to Australia's award system), which will set baselines for what employers can pay based on industry. This will provide more transparency around what people should be paid for performing their job.

2. Internal pay parity

Internal pay parity means people in different roles, teams, and levels of seniority are paid fairly when compared to each other. It's all about ensuring your pay scales make sense, e.g. is someone earning \$100,000 adding twice as much value as someone on \$50,000? Is it okay for there to be a \$30,000 difference between your juniors and intermediates, but only a \$5,000 difference between intermediates and seniors?

Another good question to ask yourself is would you be happy for your pay scales to be made public? This is a high-profile issue

and there is a campaign to bring New Zealand in line with other countries in requiring companies to be more transparent with their pay gap reporting.

3. "Like for like" pay parity

"Like for like" parity means people in identical or similar roles are paid fairly and it can take experience and performance into account. It can't, however, take things like gender, ethnicity, religion, parental status etc. into account, as they are prohibited under NZ employment legislation.

There is clear legal risk for your organisation if you pay people who perform work of equal or comparable value differently, as they could lodge a claim of legal discrimination, e.g. under the Equal Pay Act 1972 or Equal Pay Amendment Act 2020.

Different remuneration strategies

Now that we understand the legislative landscape, reasons for reviewing pay, and ways to achieve pay parity, let's look at the different ways to approach remuneration. Wages and salaries are usually one of the biggest costs to a business, and for many smaller employers, trying to construct competitive, equitable and motivating pay packages can take up a lot of time and effort.

Here are the 3 main ways that businesses can approach their remuneration structures:

1. Pay low rates

So long as you meet legal minimum entitlements, there is no law that says you have to pay market rates. Paying below the market can be useful for small businesses or start-ups that may have limited cashflow.

Pros: Keeps your wage bill down, with less impact on cashflow.

Cons: You will need to accept high churn or employee unhappiness, and/or compensate in other ways, e.g. unique or challenging project work, outstanding company culture, or equity in the company (sometimes called "sweat equity").

2. Pay market rates

This is the most common approach, to pay what everyone else is paying.

Pros: Takes pay out of the equation when you're competing for employees with other companies; Pay rates tend to be middle-of-the-road; doesn't unnecessarily inflate your costs.

Cons: Vulnerable to employees being unhappy or leaving for reasons other than money; you will still need to distinguish your company for other reasons (as we discussed above).

3. Pay above-market rates

This is a strategy certain companies, e.g. Netflix, use to attract top talent.

Pros: People who care about money will come and work for you; easy to compete with other companies on pay alone because you're paying more.

Cons: Expensive; may keep your employee turnover artificially low (i.e. people are reluctant to leave which limits healthy fresh blood coming into the company).

If you need more information or would like expert help in conducting remuneration reviews, contact www.myhr.works/nz or 0800 MYHR NZ (69 47 69)



Aaron Martin
NZ Immigration Law

Border re-opening

The Government accelerated the border re-opening on 16 March in an effort to help the belated tourism sector and create economic stimulus. With other OECD countries having economic growth at twice the rate of New Zealand, and runaway inflation, they are finally beginning to realise the downside of a closed border.

But actually, for business the border is still constrained by the Other Critical Worker regime which is unduly tight and restrictive, doing nothing to solve the chronic labour and skill shortage which would assist in restraining inflation.

Although classes of Critical Workers of IT specialists, external auditors, dairy workers and manufacturing specialists were announced, there are limited numbers of visas available, 600 only for IT specialists and only 100 visas for manufacturing specialists for example.

This indicates a government seriously out of touch. Do they honestly believe that we only need 600 IT specialists to help with the shortage?

There is no logic to these limits. The uncapped (i.e. no limit on numbers) streams of Working Holiday Schemes have been re-opened for 18-30 year olds from USA, UK and Canada, Denmark, Finland, France, Germany, Ireland, Japan, Netherlands, Norway and Sweden. That allows an unlimited number of people to come into New Zealand on a work visa provided they meet the age criteria and have evidence of funds available for their stay. They get the ability to work in any industry and sector. They don't need a job offer in order to obtain the visa.

So why continue to restrict employers by holding onto the Critical Worker regime with its limited numbers of visas at a time of skill and labour shortage? If it is because the government wants to hold off reopening the border to workers until the new work visa regime is in place and mandatory accreditation is started, why don't they bring that forward?

The Critical Worker regime has seen a level of 'outsourcing' in the immigration process. The Government gives the ability to determine who is deserving of a visa to a third party such as a professional association (such as CAANZ in the case of external auditors and EMA for the Advanced Manufacturing Specialist). An employer presents to that governing association. If nominated by that association, the employer can then make a Request to Travel to Immigration New Zealand for the offshore employee who will then receive an invitation to apply for a visa.

This mirrors in many respects what happens in the Australian immigration system where these professional associations do a lot of assessment of skill level of migrant workers in resident visa applicants. There are a number of concerns around this outsourcing. Firstly, who determines which organisations get to decide what businesses will be able to bring staff through the

This indicates a government seriously out of touch. Do they honestly believe that we only need 600 IT specialists to help with the shortage?

border?

Secondly where there are multiple industry bodies who could perform this function, assigning this sort of function to only one appears part of a divide and conquer strategy. If you want to control the business sector as a Government, one of the best ways to achieve that is by giving patronage to one party which will force businesses in that sector to become "members" of that association and subject to its rules.

That gives a Government one organisation to deal with, influence and manipulate through the threat of withdrawing its patronage and with that any potential income streams that may have been developed by that association through its role in the immigration process.

Finally, it means criteria for getting people through the border becomes less discernible when it is in the hands of third-party agencies. Current law requires immigration policy to be certified by the Minister, published and available to the public. When the criteria for "nomination" for the issue of a visa or approval for entry is placed in the hands of a third-party private sector organisation it makes it more difficult for those who are not members to access information. It also causes people to doubt whether or not applications to that third party will be assessed independently or whether 'members' of the Association will be preferred over non-members.

Business and professional associations co-opting into performing government functions, are in danger of losing their independence but more importantly become party to stifling of the free market. It will be interesting to see whether or not this trend continues as the border reopens.

In April we will see the border opened to a limited number of students and holders of valid work visas, whose conditions are still valid; sports players and those performing in cultural events; and further class exceptions for those earning less than \$84,000. In May employers will be able to start applying for accreditation status, and from then on, we will see a phased introduction of the three gateway new work visa system.

Now that Australia is back on the cards, I would encourage employers to try and recruit from that market in the first instance. It will save a lot of headaches.



Rosebank
Business Association

RBA

EASTER EGG HUNT

Looking for something fun to do leading up to Easter?

Take a walk through our RBA website, find the Easter eggs, and go in the draw to win Easter Goodies!

1. Visit us at www.rosebankbusiness.co.nz
2. Find the hidden easter eggs scattered throughout our website.
3. Click the link on our home page to enter your answer.
4. Competition runs from the 2nd March - 12th April 2022.

Lots of Easter Goodies up for grabs!



The Rockefeller Habits Checklist - the most important list in your business

American athlete and politician Jim Ryun once said, “Motivation is what gets you started. Habit is what keeps you going.”

Rob Morris
RGM Consulting

It's all very well to take off from the starting block with fire in the belly. It's the 'keeping going' that really matters. And that's where habits come in, especially in a business that's growing fast.

Within the world-renowned Scaling Up Framework, it's the Rockefeller Habits that put you back in the driver's seat and heading in the right direction. The Rockefeller Habits Checklist has already helped thousands of companies scale up while reducing the time needed to run their business.

The 10 habits have not changed for more than 100 years since John D. Rockefeller implemented them in his business, making him the wealthiest man ever, even by today's standards.

So, what makes the Rockefeller Habits so powerful?

- A sharp focus on execution and honing the business, driving relentless repeatability and profit.
- A systematic approach, working with consistency and repetition.
- A ready benchmark as to how your business compares with great businesses.

The Rockefeller Habits can be the 'circuit breaker' that stops inertia setting in, maintains momentum and has you heading to the finish line.

Here's what happens when the 10 Rockefeller Habits are 'living' in your business (as explained by Verne Harnish, author of “Scaling Up: How a Few Companies Make It...and Why the Rest Don't”).

1. **The executive team is healthy and aligned.** Everyone understands each other's differences and styles, and the team can engage in healthy conflict.
2. **Everyone is aligned with the #1 thing that needs to be accomplished this quarter to move the company forward.** For true scalability, one goal is made top priority, and it's made sure everyone is on board to achieving it.
3. **Communication rhythm is established, and information moves through the organisation quickly.** Daily, weekly, monthly, quarterly and annual 'Meeting Rhythms' help address the number one challenge people face when working together: communication.

4. **Every facet of the organisation has a person assigned with accountability for ensuring goals are met.** Accountabilities are crystal clear to everyone across the organisation.
5. **Ongoing employee input is collected to identify obstacles and opportunities.** Senior leadership and middle managers have engaged their employees to collect data from within the company.
6. **Reporting and analysis of customer feedback data is as frequent and accurate as financial data.** Senior leaders are formally talking to one customer a week to gather data about the market and competitors.
7. **Core values and purpose are 'alive' in the organisation.** Values are discovered, purpose is articulated, and both are known by all employees. (This habit gives you a baseline for current and future decisions, including when making a hire, sharing praise and giving constructive criticism).
8. **Employees can articulate the key components of the company's strategy accurately.** Everyone in your organisation knows your brand strategy, including the three main brand promises.
9. **All employees (yourself included) can answer quantitatively whether they had a good day or week.** Otherwise, you're not clear on priorities and KPIs.
10. **The company's plans and performance are visible to everyone.** Scoreboards are everywhere. Goals, metrics and plans are up around the company for everyone to see, keep track of progress and keeping everyone engaged.

Knowing the formula is the easy part. Successfully implementing the formula is where things can get tricky.

To learn more about the true power of 'habit' and how to bring the Rockefeller Habits to life in your business, contact Rob on 027-5256785, rob@rgmconsulting.co.nz, or check out rgmconsulting.co.nz

**The 10
habits have not
changed for more
than 100 years since
John D. Rockefeller
implemented
them in his
business.**



Jennifer Wyatt Sargent
Human Resources Consultant

Personal brand or reputation. Which do you have?

I recently attended an interesting webinar. However, one thing irritated me - the presenter's constant use of the word "image." Why had this word so grated on me? I realise I am similarly turned off by the word "brand," so perhaps now is the time to examine the issue in more depth.

Let's start with the word "brand." I have listened to, and participated in, a growing number of conversations around a person's brand and what they are doing to build it. Do I have a brand? I don't think so. I think of brands in relation to organisations and "things" And I am mindful that when I replace a kettle or a vacuum cleaner, then I am strongly influenced by the item's brand, which leads me to the manufacturer's brand.

Similarly, to me, an image is something that has been carefully crafted to present a more pleasing representation of something or someone than would be seen naturally.

An article by John Hilton in HRD New Zealand back in 2020 examined the building blocks of reputation. Discussing the annual Corporate Reputation Survey, Sarah Bolger, the head of Colmar Brunton, said that while it was conducted in December 2019, before the onset of the COVID-19 pandemic, a read of New Zealanders four months later showed the top companies' reputations had not suffered. (I do have a question mark here as memory suggests there was much anger over Air New Zealand – top of the Corporate Reputation poll – refusing to refund the airfares of people who had been unable to fly because of COVID-19).

Sarah Bolger thought our most reputable businesses did well because they had the building blocks of a strong reputation which builds trust. Those building blocks are:

- A strong sense of purpose - knowing the impact they have on New Zealanders' lives.
- Good leadership - enabling New Zealanders to adopt

behaviours supporting Government measures.

- Fairness and responsibility - acting for the good of NZ citizens and their employees.
- Trust - behaving in a way that alleviates public anxiety.

More than once, I've heard it said that if a person has to build their brand, they aren't being authentic. One view is that people are rarely authentic all of the time, particularly around those they wish to impress, so perhaps that brand falls over when the person's actions don't match their words. My opinion is that if you have to build your brand you are building a façade in the same way a marketing or public relations person paints a picture of how much better life is when it's associated with a house built by a well-known company, carpeted by another and furnished by a third. Or am I just being cynical?

It is, however, a good segue to Fleur Brown who said of personal branding that it had everything to do with your inner compass. A personal brand is about elevating your profile, helping others to understand what you do and why, and serving as a magnet for business or professional success.

Which leads to Flora Bertin-Chay, who points out that while personal branding is not a new concept, the popularity of self-branding over the past few years has made it one of the hottest topics in marketing today. Think of the "influencers" who post endless photos of their babies wearing cute outfits from a particular store, or photos of themselves dining at certain restaurants. It seems so shallow and miles away from the professional face and reputation that many businesspeople aspire to.

I am inclined to think branding won't build someone a reliable reputation and engender trust. That must come from inside, from knowing yourself. So, getting down to the nitty gritty, maybe we should be focusing on integrity as our foundation, and then adding our values. Then we ensure that the choices we make, the actions we take and the behaviours we demonstrate live up to the promises we make and so gradually we build ourselves a strong and reliable **reputation**.

This approach is supported by Scott Cutcher: The truth is a personal brand should be a reflection of who you really are from values and beliefs to gifts and knowledge that naturally attract others.

So, do I have a brand? The answer this time is a definite no. I have a reputation. Building a reputation and making real connections takes time and requires effort. Brands and images come and go but a reputation is timeless. I am proud of my reputation, that people trust me.

Possibly Adam Grant sums it up best. "The time people spend building personal brands would be better invested in personal connections. Products have brands, people have relationships and reputations. Authenticity is not about marketing yourself to create an image. It's about aligning your actions with your values."



Scott Carter
Matrix Security

Trends in video surveillance: Is it time to upgrade?

Video surveillance is an essential part of the security toolkit. The advantages are well understood, from deterring would-be thieves and vandals to protecting your company's assets. However, those grainy images that we are so familiar with from Police

Ten 7 are now a thing of the past. Today,

video surveillance systems allow for real-time alerts and high-resolution images. Plus, they can be monitored remotely, even from

your smartphone, although it is recommended that you use a monitoring centre to ensure 24/7/365 coverage and response.

Matrix Security has seen a significant increase in requests for the installation of video surveillance solutions. Our clients are looking for systems that act as a deterrent and capture evidence.

If you are installing video surveillance for the first time, or are looking to upgrade, here are the latest trends to look out for.

Cameras: Make sure the cameras have high-resolution capabilities. New-generation digital systems allow security operators to see what's happening in and around your business premises more clearly. Motion blur is reduced, and low light imaging ensures even the darkest corner is visible. Plus, captured images are clearer for easier identification and use in any police or legal action.

AI-driven, real-time alerts: Modern surveillance systems have advanced from the simple monitoring solutions of old. Many are now driven by cutting-edge AI (artificial intelligence). These sophisticated systems allow for enhanced situational monitoring and pre-emptive detection. Nowadays, there is less emphasis on reactive monitoring and more on data gathering and real-time

alerts.

Recording: Cloud storage and video compression tools mean you can record video for longer periods. Make sure your system allows for higher frame rates for more fluid motion during playback. These tools also give you faster, more streamlined access to your recordings.

Remote access: With hybrid working now the norm, it's vital your video surveillance system can be accessed remotely. Connected systems reduce the need for on-site personnel and callouts. Plus, Covid isolation requirements are starting to impact many businesses and remote access helps you do more with less personnel.

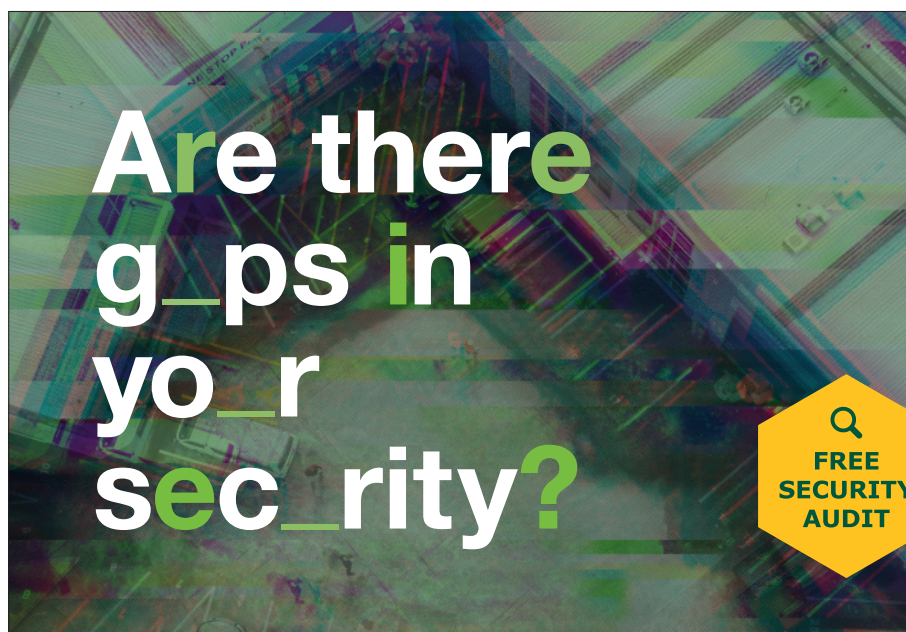
User interface: With more video cameras and recorded video to manage, a user-friendly interface is a must. The latest interfaces can simultaneously display video on several monitors. Plus, users have control over video walls and can view monitors remotely.

Analytics: Best-of-breed surveillance systems are capable of providing a wealth of data relevant to your business. It could be occupant headcounts or user movements. We know of one company that has integrated its surveillance to allow camera recordings associated with point-of-sale transactions.

Selecting the right video surveillance system can be a daunting task. The Matrix Security team is available to give you expert help and advice when you need it most.

We will shortly be launching a Video Verification service. The Video Verification service captures a 30-second video clip from the nearest camera when an alarm is triggered and allows our monitoring centre to act. You can respond faster to situations and reduce unnecessary patrol dispatch triggered by false alarms. This exciting solution will be available soon.

Video surveillance is the first line of protection for many businesses. Are you confident your system is fit for purpose? Get in touch with the team for a consultation and give yourself that all-important peace of mind.



Contact our experienced consultants for a free security audit to find out.

PHONE: 09 525 8532
audit@matrixsecurity.co.nz





Tracy Mulholland,
Councillor Whau Ward

Council Update

Auckland Council is wrapping up its public consultation phase on the annual plan. Consultation is a legislative tool for bureaucracy to undertake official engagement. There has been an abundance of information, data, statistics, media releases and consultation evenings telling you what is in the plan and what we are going to spend your money on. It is paramount that if you have concern or comment on any consultation that Auckland Council does, please make submissions, provide feedback, and engage with the process, BE HEARD. In some cases, making a submission, will give you some legal rights, in particular appeal rights (RMA plan changes, representation reviews).

Consultation about changes to the unitary plan, in response to government legislation to increase urban development is open. Many may be aware of the intensification requirements that include making three storey housing a permitted activity, to enable greater housing supply. Council has very limited scope about what matters it can influence but making a submission and being part of the process is incredibly important.

Councillors are the city governors; the job of the councillor

is to understand the information and advice of officials and technocrats, then balance that with the expectations of the city's citizens. Councillor's just accepting that a matter has been through a public consultation process, is not a high enough standard for good governance. For Councillors to execute their roles with appropriate due diligence, we need to hear from you directly, to get a deeper understanding of your views. To have a good democratic process, the people need to be able to influence at all levels and all stages of the decision-making process of any authority.

To be very clear; I want to hear from anyone who has views, opinions, or comments on Auckland Council matters, even if you have put in a submission, let me know. Your comments and queries allow me to ask some more direct questions and identify unintended consequences. The decisions and votes that I make at Council need to be influenced by the free and frank views of the public. Hearing your views allows Councillor's to perform their role as governors of Auckland.

If you want your views to influence the decisions Councillors make, get in touch, I am here to listen, to understand and to represent the views of our community.

In a closing note, as Omicron continues to travel through communities at a high daily number, Auckland Council and the CCOs are experiencing staffing shortages, this is resulting in delayed responses and resolutions. I do ask that consideration be given when seeking a response as we work through during these times.

I remain available via email and phone if you would like to discuss any matters. My council staff are available to assist with constituent queries.

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