

Issue 193. February 2023

# Round about.

LOCAL BUSINESS IS OUR BUSINESS

**Making a Splash**  
with Dolphin Pacific

**Tracey Pirini**  
Local Hero

**In the Zone**  
with TradeZone Avondale



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RBA



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Cover: Carl Treweek from TradeZone

With thanks to our partners ...



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# From My Perspective

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



## It must be election year!

In late January we had the privilege of a visit to Rosebank by the new Prime Minister Hon. Chris Hipkins and his new Deputy PM Hon. Carmel Sepuloni the day after they acquired their new roles. Over the previous five years we have had only one other visit, which was during the Covid lockdown by his predecessor Jacinda Ardern.

While this is not momentous, it was nice to see Central Government taking the opportunity to engage with our local businesses, and for us as an organisation to be able to accommodate our RBA members in open robust debate

on where the country is going with Government ministers. At least a few of the business leaders got to express their issues and we all got the impression that they were listened to. I suppose time will tell if they were and if changes are made then at least we have had a small impact in that space.

Thank you to Sophia and Shawn Bristow from Eurotech Design for hosting the prime minister at short notice.

In this month's issue we have two great companies that have been grown from scratch to become fantastic businesses that are run by passionate people that

led by example. Carl Treweek's sense of 'the time is right for the business to grow' saw Western Machinery transform into Trade Zone, and sick of the corporate world, Adrian Hall has built his company Dolphin Pacific up from a garage startup to a leading pool supplier in New Zealand.

Both companies have the same things in common. Fantastic small positive teams with great knowledge and service that continues to grow against all the odds!

Regards,

**Phil Clode,**  
Business Development Manager

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# Rosebank Advocates

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



Dr Grant Hewison

## Annual Budget 2023/2024: Mayoral Proposal

Auckland Council has adopted the Mayoral Budget for 2023/2024 and is set to consult on this in February/March 2023.

The Mayoral Budget starts with the sobering fact that Auckland Council is facing a budget shortfall of \$295M. As a consequence, Council needs to reduce its operating costs and maximise revenues.

The Mayor is proposing a \$130M savings target, including:

- \$25M savings for Auckland Transport (including revenue of \$4M from increased public transport fares and \$21M from a reduction in public transport services);
- \$5M savings for Eke Panuku (including deferral of \$20M of capital works, and reducing costs of property management and urban regeneration activities);
- A further review by the Expenditure Control and Procurement Committee to identify additional savings of \$7.5M for Auckland Transport and \$5M for Auckland Council and the other CCOs;
- \$60M savings for Auckland Council by:
  - Reducing \$12M operating costs (corporate accommodation changes, consolidating group strategy and policy activity, reductions in levels of service of parks and community facilities maintenance, changing the budgeting method for healthy waters maintenance);
  - \$20M reduction in general rates funding of regional services (such as community and education programmes, regional events, economic development and other social activities);
  - \$8M reduction in regional contestable grants;
  - \$16M reduction to Local Board funding (or a 5 per cent reduction in budgets for local activities);
  - \$3M changes to fees and charges;
  - \$1M by withdrawing direct provision of early childhood education services

In addition, the Mayor is also proposing:

- A general rates rise of 7%;
- Pausing of the current Long-term Differential Strategy for one year;
- Reducing the amount collected under the Natural Environment Targeted rate (NETR) and the Water Quality

Targeted rate (WQTR) by 2/3 (and spending the reserves);

- a full or partial sell down of the council's shareholding in Auckland International Airport Limited;
- that Ports of Auckland commit to a dividend of \$10M
- an increase of up to \$75M of additional debt funding Consultation will also include alternative options of a higher general rates increase of 13.5% and additional use of debt. A further \$30M of savings will be achieved through simplifying management portfolios and structures for the Auckland Council group.

The Whau Local Board has given feedback on the proposal, that:

- The proposed 5 per cent reduction to local board budgets will equate to a very significant cut to discretionary Locally Driven Initiatives (LDI) budgets. Instead, the Board proposes an increase to general rates of 7.8 per cent.
- It supports pausing the business differential for one year.
- Asset sales remain the least preferred lever, though the sale of golf courses, Auckland House and any commercial carparks should be considered rather than selling the shares in Auckland Airport.
- Delivering the Te Hono multipurpose facility in Avondale is very important.
- The proposal to leverage central government investment in social services is of concern without a firm commitment from central government to deliver these services.
- An increased dividend from Ports of Auckland Limited be deferred.
- The sale of non-service assets is opposed.
- The proposal for Auckland Transport to reduce costs through bus cancellations be regularly reviewed.
- Tātaki Auckland Unlimited be requested to make savings by reducing elite international events instead of increasing prices or reducing hours for the Zoo and Art Gallery.
- CCOs minimise costs by sharing back-office services, and
- Supports keeping fees low for the West Wave pool.



Auckland Mayor Wayne Brown



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Over \$275,000 donated annually to West Auckland schools, community groups and sports. We are the agency that keeps money local.



Boundary line indicative only

**For sale**

### 3 Cranwell Street, Henderson

920m<sup>2</sup> open-plan warehouse with 450m<sup>2</sup> yard.

Meir Alfassi, Max McCarthy



**LEASED**

3/28 Totara Avenue, New Lynn

160m<sup>2</sup> retail leased for \$52,000 p.a. or \$325/m<sup>2</sup> - Max McCarthy, Nick Wilson



**LEASED**

1/485B Rosebank Road, Avondale

218m<sup>2</sup> office and amenities with seven car parks - Meir Alfassi, Peter Jeromson



**LEASED**

2165B Great North Road, Avondale

160m<sup>2</sup> office with two car parks - Meir Alfassi



**LEASED**

F/18-22 Moselle Avenue, Henderson

172m<sup>2</sup> warehouse unit with office - Scott Whitten, Meir Alfassi



**SOLD**

5, 7, & 9 Bethells Road, Waitākere

4,004m<sup>2</sup> industrial and 3,035m<sup>2</sup> residential - Max McCarthy, James Marshall



**SOLD**

4/5 Paramount Drive, Henderson

298.8m<sup>2</sup> freestanding industrial unit - Max McCarthy

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Colin Stewart  
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Meir Alfassi  
021 221 0155



Max McCarthy  
027 610 3786



Peter Jeromson  
021 904 050



Scott Whitten  
021 685 063



# Kim's Corner

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



## Rosebank Business Challenge (The Amazing Business Race)

It's not about the time, but what happens on the way!

Unfortunately, Covid restrictions forced us to cancel last year's Rosebank Business Challenge event, however the Rosebank Business Association (RBA) is once again in the throes of putting together this year's

Rosebank Business Challenge! Where there were teams completing children's games in February 2021, the RBA team has changed it up in 2023 with this year's theme being '**The Amazing Business Race**'.

Here's your chance to put together a company team and compete in a challenge of fun-filled activities while being part of an event with other local Rosebank businesses to find out who is the **Top Business in Rosebank!** A trophy and flowers will be awarded to the winning team, plus there are lots of spot prizes

kindly donated by our Rosebank businesses for individuals to win.

Make it as competitive as you like or treat it as a team-building exercise while having fun along the way. No need to be super fit - the pit stop activities are based on games we have all heard of, with a slight twist! Teams will encounter Roadblocks and a Team Challenge or two along the way too as each clue is opened, and we can tell you that there will once again be pie-eating involved!

Bring along something to eat and drink to be shared with your team after the event, or take up the option of Pita Pit, Subway, Sushi, or take-outs from our local cafes. For peace of mind, we will have two Red Cross first aiders at the event to be on hand to help if need be.

So come on everyone - Grab this exciting and fun opportunity to partake in something unique to our Rosebank business community and let's start the year off by sharing some fun and laughter with our Rosebank business neighbours.

We look forward to seeing you there.

For more event information contact Kim Watts at [kim@rosebankbusiness.co.nz](mailto:kim@rosebankbusiness.co.nz)

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# The Rosebank Business Challenge

presents

## THE AMAZING BUSINESS RACE

Tuesday 21 FEBRUARY 2023  
at RIVERSDALE RESERVE  
4.00pm - 6.30pm

Compete in fun pit stop activities and grab clues to get to the next leg by combining brains, agility and teamwork to become the Amazing Business Race winners.

Rally your teams now! *Suitable for all levels of fitness.*





# The Rosebank Business Challenge

presents

## THE AMAZING BUSINESS RACE

It's not about the time ... but what happens on the way!

Company: .....

Wacky Team Name: .....

Team Captain: ..... Mobile: ..... Email: .....

TEAM MEMBERS

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....
- 6 .....
- 7 .....
- 8 .....

If entering more than one team, please use separate forms

**Tuesday 21st February 2023**

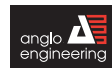
RIVERSDALE RESERVE, 93 - 123 RIVERSDALE RD, AVONDALE

4.00pm - 6.30pm, Cost: \$200 per team of six to eight

Register by emailing this form to: [anouschka@rosebankbusiness.co.nz](mailto:anouschka@rosebankbusiness.co.nz)



**ENTRIES CLOSE MONDAY 13TH FEBRUARY 2023**





# Rosebank News & Events

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

## RBA welcome you to join us for a hosting with Kitchen Mania

Stonger Together

kitchenmania

Kitchen Mania is a family business that started in 2009, when director Carl Arnold saw an opportunity. He knew a thing or two about kitchen design and manufacture and decided to make quality kitchens accessible for New Zealanders.

Carl was ready to challenge how things were done, and it worked! Today, Kitchen Mania are industry leaders, offering the best of kitchen design, processing, manufacturing, and installation in the Auckland region.

Made in New Zealand using the finest materials, this is a family business that makes sure the whole whānau is happy, and that includes you.

We invite you to join us and celebrate the 3rd Anniversary of Kitchen Mania's Rosebank showroom with fellow Rosebank business neighbours over canapes and drinks.

Special offers and giveaways will be given to guests on the night!

### Kitchen Mania Hosting

**Where:** 2 Jomac Place, Avondale, Auckland

**When:** Wednesday, 15th February, 2023

**Time:** 5pm - 7.30pm

**RSVP:** [anouschka@rosebankbusiness.co.nz](mailto:anouschka@rosebankbusiness.co.nz)

## Spark Business Auckland West present the 'Internet of Things'

Stonger Together



INNOVATION  
STUDIO

If one connected device could help a business become more productive and sustainable, what could millions of connected devices do?

Join us for the Spark Innovation Studio Roadshow, as they make a special pit stop to come and chat with us at the Rosebank Business Association.

Discover how IoT, robotics, VR, AI, and other emerging technology is helping businesses up and down New Zealand become more productive, meet compliance requirements and become more sustainable.

The roadshow will feature real-life examples and stories from a range of people who are already using a variety of technologies, including tracking and environmental monitoring to solve specific business challenges.

There will also be the opportunity to ask your burning questions about the Spark IoT with technology specialists that will be with us for the morning.

Don't miss this one! Book your spot today.

Breakfast will be provided.

### Spark - Internet of Things

**Where:** 50 Rosebank Road, Avondale

**When:** Thursday, 16th February, 2023

**Time:** 7.45am - 9.30am

**RSVP:** [anouschka@rosebankbusiness.co.nz](mailto:anouschka@rosebankbusiness.co.nz)

# Tracey Pirini: New Zealand Local Hero of the Year Medallist

The Rosebank Business Association is thrilled to congratulate Fair Food's Tracey Pirini on being named a Kiwibank 2023 New Zealand Local Hero of the Year medallist. This achievement is a fantastic recognition of Tracey's leadership, drive, and passion for keeping food out of landfill to feed our communities.

Fair Food is a food rescue organisation that collects, sorts and redistributes surplus food to 40+ frontline community groups across the Auckland region. Headquartered on Rosebank Road, Fair Food's mission is to "Feed People Not Landfill", a seven-days-a-week job that brings much-needed nourishment to people across our communities via frontline groups.

As Fair Food's Head of Operations and Relationships, Tracey's dedication and passionate leadership helps to feed around 20,000 people each week. She's quick to jump into action - once receiving 200kgs of ripe avocados from a farmer and ensuring they were distributed the next day for people to enjoy - and she has been instrumental in training supermarket managers on how to store and keep surplus food, including dairy and meat products, for Fair Food to rescue.

A West Auckland native, Tracey is often on the road visiting supermarkets, inspiring volunteers in the Fair Food warehouse, or picking up the phone time and time again to rescue food or help those in need. She's always on the lookout for more opportunities for Fair Food and to help her community. Relationships are at the heart of Tracey's work to connect people with fresh food, and she lives up to her title every day by keeping everyone focused on the organisation's mission to feed people, not landfill.

Here are a few words from Tracey herself:

*Ehara taku toa i te toa takitahi, engari kē he toa takitini.*

This whakataukī acknowledges team effort, that one's success is due to the support and contribution of many. Just as it takes a village to raise a child, it takes a community/a team to enable an individual's success.

As a servant to your community and people, you hope that your commitment, passion and actions offer examples and role model behaviours that others want to emulate so that they, in turn, can lead and inspire others. It's a privilege when your mahi directly



Tracey Pirini

impacts on your community and people; it's mahi that feeds your wairua.

I acknowledge those who are all part of and have contributed to all that I am today:

First and foremost, my parents, Haki and Susan Watene, as well as my sisters, my family, and my lifelong friends.

The amazing, successful Māori wāhine who I have had the privilege and honour to work and walk alongside, who shared their pūkenga with me and who allowed me to observe, listen and learn from. Nga mihi ki a Whaea Dame June Mariu, Tui Ah Loo, Carol Ngawati and Denise Ewe.

My Fair Food NZ team, whānau and Board, who have supported me since I joined. You are all the real superheroes.

And finally, my six children and moko, who taught me the art of patience, resilience, sacrifice, time management, pride, joy, compromise, how to referee, and most importantly, how to love. You are my "why"- this belongs to you all.



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# Holdson Hosting

A massive shout out to Holdson for hosting our final event for 2022. A wonderful turnout of members enjoyed the night, and we thank all our Rosebank Business Association members for their terrific support throughout the year.

Rob Woolner, creator of The Business Apprenticeship programme presented Rosemary Francis from Mint Drycleaners, and Dylan Missen from Food Chain at Home who were nominated through Pathways to the Future Trust, with certificates for completing the business apprenticeship programme.

Guests were treated to wine from Babich Wines New Zealand, delicious canapes from Loaves And Fishes, and a chance to shop at Holdson's warehouse - perfect for Christmas.



Guests enjoyed fantastic food, drinks and company.



Fleur Tisdale Holdson CEO



Stefan Crooks, Rosemary Francis, Dylan Missen and Rob Woolner



David Priestly, Michelle Blau and Kevin Graham



David Papworth and Rebecca Harris



Buying up a storm



Tony Rutherford and Bruce Roberts





# Making a Splash with Dolphin Pacific

On a sweltering hot day, when you're out broiling in your back garden, wouldn't a dip in the pool be just perfect? Why sizzle in an outdoor chair, watching ice cubes melt in your glass, when you could be splashing about in the cool, clear water of your very own backyard pool? Installing a pool is a sweet summertime dream, but those who go ahead and take the plunge (pun intended) soon realise that their perfect slice of watery paradise requires time, effort and expertise to maintain. That's where Dolphin Pacific comes in.

Dolphin Pacific is a homegrown wholesaler supplying high-quality pool chemicals, robotic cleaners, automation systems, and pool and spa parts to Kiwi retailers. Over the past twelve

years, owner Adrian Hill has grown the business from a part-time gig out of his garage to New Zealand's leading expert on pool and spa maintenance.

"We started off with a product called Dolphin Cleaners," he says, describing a line of robotic pool cleaners made by Maytronics in Israel. The Dolphin Robotic Cleaner range does exactly what you might expect: crawls the watery depths of your pool, saving owners the hard work of scrubbing algae and dirt.

"It's still our core product," Adrian notes. "We've been really fortunate that we've had the market pretty much to ourselves for the last 11 to 12 years."



## Feature Profile

Before founding Dolphin Pacific, Adrian's career had been deeply rooted in the building industry. "I trained as a quality surveyor-slash-draftsperson way back when. I ended up working for a whole lot of different merchants. Timber, concrete...there's not many I haven't worked for."

But after several successful years, he began looking for something new. Adrian shifted into the pool industry, then seized the opportunity to strike out on his own as the New Zealand distributor of Dolphin Robotic Cleaners. "It was nice to get out of the corporate world and into a small business."

In the early days, Adrian ran things by himself out of his home and a few



storage spaces in Mangere Bridge—all while holding down a full-time management position in Warkworth.

"It was literally insane, aye," he laughs, recalling the grueling daily commute. "That was just for a year or so, while I was trying to do both."

After twelve months, Adrian acquired Focus Chemicals, then left his day job and made a full-time commitment to his business. As Dolphin Pacific's one-man head of operations, sales, and any other job that needed doing, Adrian estimates he spent at least six months of the year on the road selling product to retailers nationwide. "For the first four years, maybe even longer, it was just me."

Eventually, he hired a part-time team member and "leased a bit of office space," but he used third-party logistics to keep operations lean. It was a clever strategy that allowed Adrian to focus his energy on expansion and excellent customer service, rather than taking on



a massive warehouse and a large team to run it.

"We still use third-party logistics," he says, although Dolphin Pacific does have a small warehouse at their location on Saunders Place. "There are challenges this way, but we pride ourselves on service. We're quick on turnaround with any service or warranty work, and we nurture those relationships really well. That's what it's all about for us. We treat our customers well, and we've got a really good product."

And although the Covid-19 lockdowns jammed up ports worldwide and created a logistical nightmare for the business ("some of our stock took a two-month holiday on a wharf in Southeast Asia"), Adrian says he was lucky to experience a boom from an unexpected source: builders he had connected with throughout his career.

"Four years ago, we picked up a supplier of pumps, filters, and other parts for building swimming pools," he explains. "Over that Covid period, people were building pools in their backyards, and we had good relationships with a lot of the builders after being in the business for fifteen, sixteen years. I always kept in touch, and they started rolling our way."

The Dolphin Pacific team is now six-strong (plus Adrian) and runs like a well-oiled machine. "It's a good team. These days, I just come in, create havoc, and walk away," he laughs.

In fact, over the past six years, he's proud to report a staff turnover of just one. "I think that's a testament to being

a good place to work. We certainly pride ourselves on having fun."

Work-life balance is now top of mind for Adrian, after years of doing the hard yards and sacrificing time with his family. A self-confessed serial hobbyist, he's passionate about cars, barbecuing ("I've built a big, trailer-mounted smoker, and we have pretty regular barbecues here at work") and sailing, an interest he shares with his wife. Later this year, the couple plans to sail their boat from Tahiti to Australia.

"It's a bit of a life changer," he chuckles, as they prepare to store away all of their worldly belongings and commit to life on a boat. But the timing couldn't be more perfect. "All the kids are grown now and they're able to feed and house themselves... mostly."

Adrian and the team at Dolphin Pacific welcome you to visit their website to find out more about how they can help you and your customers maintain the perfect pool this Kiwi summer:

<https://dolfinpacific.co.nz/>





Dolphin  
Pacific



*making poolcare simple*



# 'SWIMMING POOL EQUIPMENT & CHEMICAL EXPERTS'





# Our Highlights



## Donate a Can

The RBA initiated a 'Donate a Can This Christmas' to help local Avondale residents in need. 1020 cans, 806 dried products, 114 jars, 53 toiletries, and 57 kids presents, totalling 2050 items were donated by local Rosebank business employees, families, and friends.



## Rosie Banks Scavenger Hunt

This fun wellbeing event saw Rosebank business employees hunting for spot prize discs, taking selfies, counting yellow hats, and discovering where the Kurt Brehmer Walkway is in our Rosebank backyard.



## Claire Nelson

The RBA collaborated with Partner-Paramount Services by bringing together an inspirational luncheon attended by 120 people at The Trusts Arena.



## First Scene Hosting

First Scene Costume & Party Hire and Diamond Event Hire held the first RBA Hosting of 2022.



## Fruit Care Packs

The RBA gave back to its local business community by hand-delivering 600 Care Fruit Packs to business staff, local schools, and food parcel providers.





6

### Mayoral candidates

Seven Auckland Mayoral candidates were hosted by the RBA at the Encounter Centre on the 16th of August. After a brief introduction, they were presented with an opportunity to answer questions on issues affecting our Rosebank business community.



9

### Westpac Business Awards North/West

Congratulations to the RBA on making the finals of the Westpac Business Awards 2022 in the category 'Excellence in Community Contribution'.

# in 2022



7

### Hearing Tests

Rosebank business employees received hearing tests from Bay Audiology with the RBA contributing \$200 to the first 25 businesses to sign up.



10

### Pathways to the Future Trust

The RBA worked with PTTFT to reward 16 Rosebank business employees with funding to advance their vocational careers by contributing to vocational courses, textbooks, or tools of the trade.



8

### AED for Rosebank School

The RBA and USL Medical jointly donated an AED to Rosebank School (saving lives matters).



11

### Liquor Ban Signs

Making Rosebank a Safer business community – liquor ban signage has been erected on every street in our BID area; thanks to the Rosebank Crime Prevention Group.





Carl Treweek

# In the Zone with TradeZone Avondale

## Carl Treweek has a knack for solving problems.

“It’s what I enjoy,” says the owner of the freshly rebranded TradeZone Avondale. Formerly known as Western Machinery, Carl’s “tool shop” specialises in welding, engineering, machining and woodworking supplies. And at the heart of their business? Warm, welcoming, and knowledgeable service from Carl & his team.

“If someone comes in having trouble sourcing or resolving a technical issue” Carl says, “I’ll give them solutions, and they’ll usually leave the shop with a resolution or guided in the right direction.”

TradeZone is a familiar name in New Zealand; it’s a nationwide brand specialising in high-quality specialist tools, components and consumables. TradeZone is owned and operated as a network of individual small businesses

who benefit from TradeZone’s dedicated support, extensive distribution network, and quality reputation. Carl took up TradeZone’s offer to rebrand his business as TradeZone Avondale towards the end of 2022, a move made entirely with his customers in mind.

“It was a no-brainer at the end of the day,” he says. “With TradeZone, you join the brand and get the support of the group as a whole, better buying power, and opportunities to access products that I found hard to access under the Western Machinery brand.”

Carl’s interest in engineering, machinery, and tools has been present throughout his life. “My background is in engineering,” he says. “There’s such a variety of work and such a variety of issues that you come across. It’s always challenging.”

After serving 15 years in the Royal New Zealand Air Force, he eventually

co-founded his first business, Allied Mechanical Engineering, in his hometown of Dunedin. He then went on to establish Advanced Hoist Services, a vehicle hoist servicing and maintenance business. In the mid 00’s, Carl relocated to Auckland, on Fremlin Place in Avondale as a base for Advanced Hoist Services North Island customers.

“Western Machinery was originally on Rosebank road,” Carl explains. Western Machinery was an established business prior to Carl buying it in 2016. Now, after time spent building up the business and catering to longtime and loyal customers, Carl and his team are happy to rebrand as TradeZone Avondale and widen the range of what they can provide.

“I’m looking forward to more one-on-one with customers,” Carl says. “I really enjoy working with people, and we receive positive feedback regarding our friendly service.”



Carl's team is just as thrilled about the change. For now, Carl works with a small yet proactive team, a close-knit group who have been with him for years.

"We've known each other a long time," he says, "and we rely on each other within the team."

"I've got a lot of trust in the people working for me and their ability to learn," he says. "I want my team to be the front of the business, and I want to support them in that. You need a good team behind you, and I believe I have the core of that now."

TradeZone Avondale will be the only TradeZone in West Auckland, so Carl expects that his team will need to grow as they meet the needs of customers across the region - but not at a speed that sacrifices the quality of the customer service they proudly provide.

"People come into the tool shop and say, 'This is just like going into an old tool shop that we used to have, where it's got a homely feel about it.' So we want to maintain that. Even though we're rebranding to TradeZone, it's still an individually owned business. As



TradeZone Avondale, we'll be able to continue on with more support, more staff, and a better range of products at a better price."

One of Carl's passions outside of work is collecting & restoring American muscle cars, which he shares with his family, especially his grandchildren. Carl enjoys

spending quality time with his family at the speedway & car events. When he finds a bit of spare time, he enjoys nothing more than a day out on the boat fishing.

Carl and his team at TradeZone Avondale welcomes you to drop by their store at 6 Fremlin Place.

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# Business Nuts & Bolts

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



Jason Ennor  
MyHR Co-founder  
and CEO

## Time for your HR health check?

Businesses of all sizes often have a “HR health check” on their to-do list, but for one reason or another, they never quite get around to it. While any time is a good time to get your house in order, the beginning of a new year presents a real opportunity to fully review and refresh your people practices and employment documentation.

Many New Zealand workers and small business owners will be coming back from the summer shutdown, and even those of us in industries that didn't close down will have appreciated a slightly slower pace over Christmas and New Year's.

This pause should have you feeling relaxed and brimming with energy and good ideas for improving the business and helping your people succeed in 2023. You'll be easing from holiday mode to work mode and thinking about the work things you need to do.

Which brings me to your HR health check. Now is the best time to conduct a complete review of your employment documents, practices, agreements, policies, job descriptions, pay rates, performance reviews etc. You want to ensure they are fit for your business and team, and that they comply fully with NZ employment law and HR best practice. This will put you and your team members on solid footing for the coming year.

Don't wait, or the next thing you know, it'll be April and the HR health check will be put off until 2024.

Top tips for ensuring your Human Resources are in good shape

Start by answering these 10 questions:

1. Do all of your employees have a signed employment agreement?
2. Have you reviewed the content of your employment agreements in the last 12 months to make sure that they comply with current employment legislation?
3. Do you have company policies? If you do, have you relied upon or referenced all of them in the past 12 months? If you don't, have you been able to deal with all issues adequately without referencing a policy? Do you have a process to update these policies to keep up with legislative, operational, and cultural changes?
4. Are you retaining all of your best people?
5. Are you conducting regular performance reviews for key people?
6. Are you satisfied that your leave management (calculations, accruals etc.) and payroll systems are 100% accurate?
7. Are you confident when managing tricky employment processes such as restructures, disciplinary action and dismissals?
8. Do you feel comfortable that your health and safety procedures are rigorous and comply with the Health and Safety at Work Act?
9. Do you always get the best results from your recruitment campaigns?
10. Do your people have the right skills to recruit effectively?

If you answer “no” to any questions, you cannot afford to wait. Seize the day! And if you need any help with your employment documents and people processes, contact MyHR.

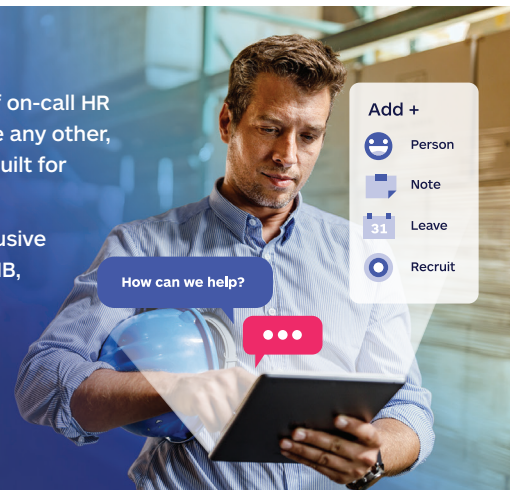
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# The Rosebank Business Challenge

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21st February 2023



“Empty chairs are not empty in reality;  
memories always sit there”



# DAVIS

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Aaron Martin  
NZ Immigration Law

## New Year. New changes

As we launch into 2023, an important aspect that employers need to be aware of is the increase to the median wage for the purpose of obtaining a three-year work visa for staff members.

From 28 February the required minimum pay rate for a work visa will rise to \$29.66. Consequently, it will be important for employers contemplating recruitment from overseas to have the job check completed and the prospective

employees AEWV application filed before that date. The only exceptions to this will be for those positions or roles in selected industries where there are industry sector agreements or exemptions.

The good news is that the intended change to work rights for partners of work visa holders, which would have seen partners having to come into New Zealand as a visitor and only transitioning over to a work visa if they found a job that supported an AEWV application, is on hold until April. Hopefully someone will exercise some common sense and abandon the change entirely.

The other good news that came through late last year as the automatic extension of accreditation status for existing accredited employers.

The government is attempting to boost the supply of 'lower skilled workers' by increasing the numbers of working holiday scheme visas, as well as opening a pathway for some of those post study work visa holders who were locked out of the country because of the pandemic and couldn't utilise their open work visas.

This shows a Government realising they have tightened the Immigration screws too far particularly post pandemic.

But none of this is new. The government was repeatedly told of the crisis in the labour market, but preferred to listen to the Wellington echo chamber, rather than those at the coalface directly impacted by government policy.

It certainly created a sour taste in this commentators mouth when the Prime Minister was stating that they were listening to business with these changes in direction. Why were the earplugs in for the last 2 years?

Trying to back up the cart hoping it might persuade employers they are being listened to, doesn't deal with the damage already done, or the lack of trust created.

With the cost of living still rising and wage inflation contributing to that significantly, placing on hold the February increase in the median wage would go some way to help level inflation pressures and helping our businesses.

One ongoing persistent difficulty that needs to be addressed is INZ's capability to process high volumes of applications. Ironically they too are a victim of a lack of human resource capacity. Not helped by a \$59 million online application platform riddled with bugs and performance issues. Frustration with that system is felt equally by applicants, employers and their representatives, as well as immigration officers.

The systemic problems with processing is expanding with backlogs being reported in medical assessments for visa applications.

Plenty of people missed getting a visa in time to join family for Christmas and employers are waiting longer for staff.

Here is an interesting contrast that shows how the rest of the world do it. I recently enjoyed a dinner with a New Zealander who works for the British Home Office processing visa applications for the UK. The description of their IT system made our new Enhanced RealMe platform already sound like a dinosaur. The facilitative approach of immigration officers to their counterparts in the legal sector and to registered immigration agents was an eye-opener. Likewise their attitude to dealing with employers.

The message was clear - get people into the UK, particularly workers. Even visitor visas are processed in a far more timely fashion. My friend explained that if you spent more than 20 minutes processing a visitor visa, you are considered to be taking too long. He said with the level of automation in this system, in a worst case scenario it should take no more than 15 minutes. Australia seems to have an equally efficient system.

It begs the question - why is our system so broken despite the claims of significant investment having been made to 'improve' it?

## KEEP IT SIMPLE – PRACTICAL IMMIGRATION ADVICE FOR EMPLOYERS



- Do you want to recruit candidates from outside of New Zealand to work in your business?
- Found the ideal employee in New Zealand, but they're on a working holiday visa?
- Having problems securing a work visa for an existing employee?

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Rob Morris  
RGM Consulting

## Does your business have a ‘Brand Promise’?

A Brand Promise is not a slogan. It’s at the core of everything you do, and everything you stand for. It’s a promise to deliver something emotionally compelling to your customers that you stand by every day. And it needs to be credible.

Deciding on your Brand Promise starts with a deep understanding your Core Customer.

“Determining a brand promise is a fateful moment in the life of any company. Choose the right one - the one your customers respond to, the one you can track and execute day after day - and you win. It’s truly that simple. Choose the wrong one, and you’ll probably flounder for years, never quite hitting your goals,” says Scaling Up founder Verne Harnish.

The Brand Promise is at the heart of an effective strategy for differentiation. You’re looking for what really matters to your customer, that also demonstrably differentiates you from the competition, and can help you maintain a price premium over your competition, too.

Start by asking, who are your ideal customers, the customers that are core to your success, that value what you do and are prepared to pay for it? They’re normally the customers you love doing business with, who you wish all customers were like. If you’re a B2B company, think about the individuals who are the decision makers within your customers’ organisations.

Your core customers have their own unique desires, hopes and fears. What can you promise that will be emotionally compelling and really matter to them, make you stand out in the marketplace? And importantly, how will you measure your success in delivering this to them?

Consider these three memorable examples from global giants Apple, Walmart and Nike...



### Apple: “Think different.”

What started as a shrug to IBM’s “Think,” Apple’s brand promise is arguably one of the most famous of all time and the key to Apple’s wild success in the computer industry. Apple’s brand promise is two-sided—their guarantee to create products based on seeing the world a little differently, and their promise to inspire their customers to do the same.

### Walmart: “Save money. Live better.”

By combining the obvious promise of low prices with emotional benefits, Walmart offers its shoppers a better quality of life with easy access to the necessities.

### Nike: “To bring inspiration and innovation to every athlete in the world.”

This brand promise doesn’t even mention Nike products, but instead tells the consumer how they think and what they aim to do on a much larger scale than sports clothing and equipment.

Once you’re clear on your brand promise, your next step is to really bring it to life, everywhere - from the boardroom and lunchroom to uniforms, vehicles and building signage. You need to keep that brand promise front and centre, so everyone can see exactly how you are bringing it to life in your day to day. Make sure you’re measuring it - the last thing you want to do is put it out there then fall flat in delivering it.

When your brand promise truly lives in your business, every staff member, every customer and every prospect will know what you believe in, and what you’re promising to deliver.

Looking for further reading? Check out Jim Collins’ great 1999 HBR article <https://hbr.org/1999/07/turning-goals-into-results-the-power-of-catalytic-mechanisms>

To learn more contact Rob on [rob@rgmconsulting.co.nz](mailto:rob@rgmconsulting.co.nz), or check out [rgmconsulting.co.nz](http://rgmconsulting.co.nz).

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Kate de Lautour  
The Icehouse

## Removing The Roadblock. You.

What can you do if the roadblock in your business is you, the owner?

People want your time, your advice, your know-how and your experience. After all, you've seen the business grow as the captain of the ship, put in an incredible number of hours and installed many of the good ideas, structures, systems and processes since day one.

Roadblock, bottleneck, barrier - this isn't 'bad' ownership.

Brilliantly successful owners are pulled in many different directions. They are the go-to person, the fantastic creative mind, the problem solver and wise counsel, the ultimate CEO - the Centre of Everything.

However, for medium to large-sized businesses this is a problem, and can cause issues around delegation, communication, recruitment, culture, setting the present and future direction of the business, and one hundred other things.

Despite being keen to eradicate these issues, many of the Owner Manager Programme (OMP) alumni tell us that pre-programme, the big worry was, 'well, if I'm going to take time out to get into this Programme, who is going to run the business in my absence?' It's a justifiable concern, but by accident or design, deep-down, the self-aware owner knows they need to make the jump if they're going to create real, positive change.

The other feedback we got from our alumni is that the OMP helped solve many of the restrictive structural issues that contributed to the roadblocks within their business.

Stuart Gerring, General Manager at Parks Garage, highlights a problem even with the best owners experience. "I think, as we grew quite rapidly, I was not passing jobs or tasks on to others

and had people that were from the trade or from the industry, coming off the tools to step up. But they were not really the perfect fit either.

Often when owners come into the Icehouse programmes or coaching, they will put an organisational structure into their business, buoyed by a new confidence to create a general manager position, for example, and instead of trying to do everything themselves, they have suddenly built a structure for success.

They've built the business from the ground up, might have started with three or four people, and then suddenly they've got 10. All they need is that external perspective to look in and say, 'Okay, have you thought about doing this, or doing this a different way?'"



I talk to owners, and they recognise that they need to make changes, but they don't know what they are and they're just worried that they're not doing as well as they could be. They haven't done a business management degree, for instance, and they want to make sure that they are doing the right thing by their staff and their families, which comes back to having the confidence of a sounding board to make the changes.

Creating a better business can come by creating a better you. And when it comes to you in the business, Darl Kolb (faculty member of the University of Auckland Business School and director and facilitator of The Icehouse growth programmes since 2007) suggests the OMP can give you a completely new outlook - especially if you feel you're 'busyness' isn't good for the business.

"If you're busy in your business, that may be a sign that your role in the business is out of line or out of balance. It may also mean that your business systems aren't up to the challenges that you see in front of you.

"Think of it as going up to the balcony and looking down on the dance floor. One of the things most participants cherish is spending time away from the day-to-day business and returning with new information, ideas and inspiration."

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Taina Henderson  
Henderson Reeves

## FAQs: Prenups and Contracting Out Agreements

How much do you know about contracting out agreements - also commonly known as prenuptial agreements?

### What is a 'prenup' and why do I need one?

A contracting out agreement (commonly known as a 'prenup', short for prenuptial agreement) enables parties to a relationship to determine how their property would be divided in the event of separation and/or death.

The main reasons to enter into a prenuptial or contracting out agreement is to ring fence (protect) particular assets and liabilities, and to ensure there are clear expectations as to how they should be divided in the event of separation and/or death. The contracting out agreement can define the division of current and future assets and liabilities.

### When should a contracting out agreement be signed? Is there a time limit?

There is no time limit to signing a contracting out agreement. However, it should ideally be signed as soon as possible - prior

to the provisions found in the Property (Relationships) Act 1976 applying.

### Is the contracting out agreement binding and enforceable?

Yes, provided it complies with the following requirements:

1. It must be in writing and signed by both parties.
2. Each party must have **independent legal advice** before signing the agreement.
3. Each party's signature must be **witnessed by a lawyer**.
4. The lawyer who witnesses the signature of a party must certify that they have advised as to the effects and implications of the agreement.

Importantly, the court has the (discretionary) power to set the contracting out agreement aside if not doing so could cause serious injustice.

The agreement must comply with all the above requirements to have legal effect.

**The agreement must comply with all the above requirements to have legal effect**

### Do I need a lawyer for a contracting out agreement?

Yes, you will need a lawyer to satisfy the above requirements and have a legally enforceable agreement.

### What does a contracting out agreement cost?

The cost varies depending on the complexity: a more complex situation will likely require additional time for drafting and negotiating the terms of the agreement. The cost of the agreement typically pales in comparison to the possible loss of the asset pool intended to be protected.

If you think a contracting out agreement may be right for you and you'd like to know more, or you've been asked to sign a prenup and need independent legal advice, contact the relationship property team at Henderson Reeves at 09 281 3723 or by emailing [tainahenderson@hendersonreeves.co.nz](mailto:tainahenderson@hendersonreeves.co.nz).

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