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## Bouncing Back

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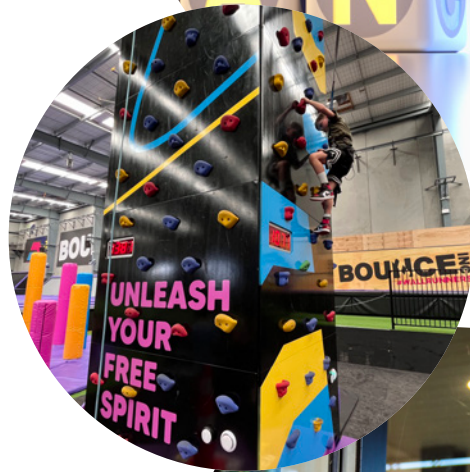
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**Cover:** Sandra Mu, Co-owner of BOUNCE INC

With thanks to our partners ...



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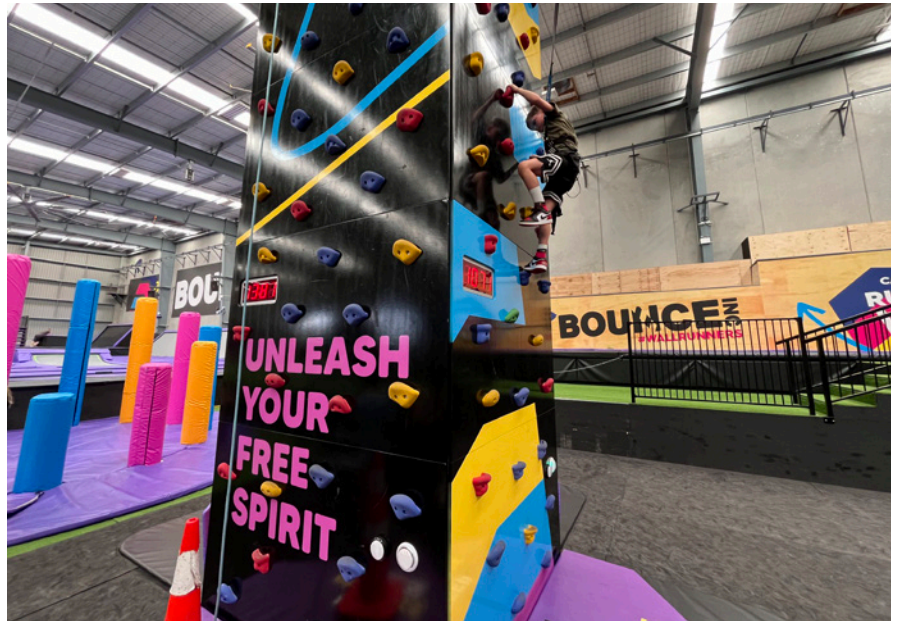


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# From My Perspective

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



## Welcome to 2024

I hope all our readers and stakeholders had a great break over the Christmas and New Year period. It's hard to be inside working when the weather is so good! This season has been fantastic after the mess that was last summer. Hopefully, the summer will go on and on. Enjoy it while you can!

We have had mixed messages in terms of what 2024 will look like for the economy. Currently, interest rates are high for both residential and commercial mortgages. Rent reviews are taking place in the commercial space, and some people are having their leases hiked by 30%. This must be paid for somehow – and inflation is the outcome.

There is a struggle going on in many businesses in terms of the areas that make them money. I was talking to a

salesperson the other day; they said that the retail sector of their business was very flat, and that getting paid was an issue. That is the economy at present. The person I spoke to was looking at the other areas where they make their money and pushing harder into those areas – you do what you need to do to make the business productive. There is a limit to how much you can put your prices up to pay for the extra costs, and we will see businesses close.

In my last editorial, I spoke about Sandra Mu and her business JUMP. Sandra and her team have worked very hard over the summer holidays to completely refurbish and update their three sites under a new brand: BOUNCE INC. We have a fantastic feature story on Sandra and her business in this issue. The next phase

in her life's journey is just starting, and as a Rosebank business and an RBA member, we wish her the best of luck.

Our writer Beth Caunter has written an intriguing story about AI and what it means for our future. Like the smartphone, it will change our lives. You have the choice to embrace it or not, but it will be in our lives forever.

If you are a member of the RBA or a staff member of an RBA Member, you can enjoy our RBA discount card and the many discounts offered by our member businesses. This is a free service, and we encourage you to make the most of it. Please email me for more details.

Regards,  
**Phil Clode,**  
Business Development Manager

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# Rosebank Advocates

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



## Delving Into The Mayoral Proposal for the Long-Term Plan 2024-2034

Mayor of Auckland Wayne Brown says that the Mayoral Proposal for the Long-Term Plan (LTP) 2024-2034 is more than a budget, instead calling it the most significant opportunity to set the political direction and focus on change to improve Aucklanders' daily lives.

Dr Grant Hewison

"My mayoral proposal has an overarching objective of strengthening Auckland's long-term financial and physical resilience," says Mayor Brown, "while delivering on my main election promises: fix Auckland's infrastructure, stop wasting money, get Auckland moving, make the most of our harbours and environment, and take back control of Council organisations and Auckland's future."

According to Brown, Auckland Council faces big challenges. He says that decisions in previous years were made to paper over funding gaps with debt and commit to new mega-projects, all while underfunding the renewal of core assets like roads, pipes, and community buildings.

Council is also facing several unavoidable big bills, including the City Rail Link and the home buyouts and resilience work needed because of recent storms. There are also big unknowns around what is happening with the water reforms and the Regional Fuel Tax.

Cyclone Gabrielle and the Auckland floods in 2023 demonstrated that Auckland must also confront the long-term resilience risks posed by climate change. Other major environmental challenges have since appeared, including the spread of exotic Caulerpa seaweed in the Hauraki Gulf.

Our current methods for funding growth infrastructure for new housing, such as development contributions, consistently



under-recover the full cost of these assets, leaving us to borrow and charge all ratepayers for these assets. As a result, the costs of growth fall disproportionately on local government, while the benefits fall disproportionately to central government. We need to focus our investment in priority areas and work with the government to devise better ways to fund growth.

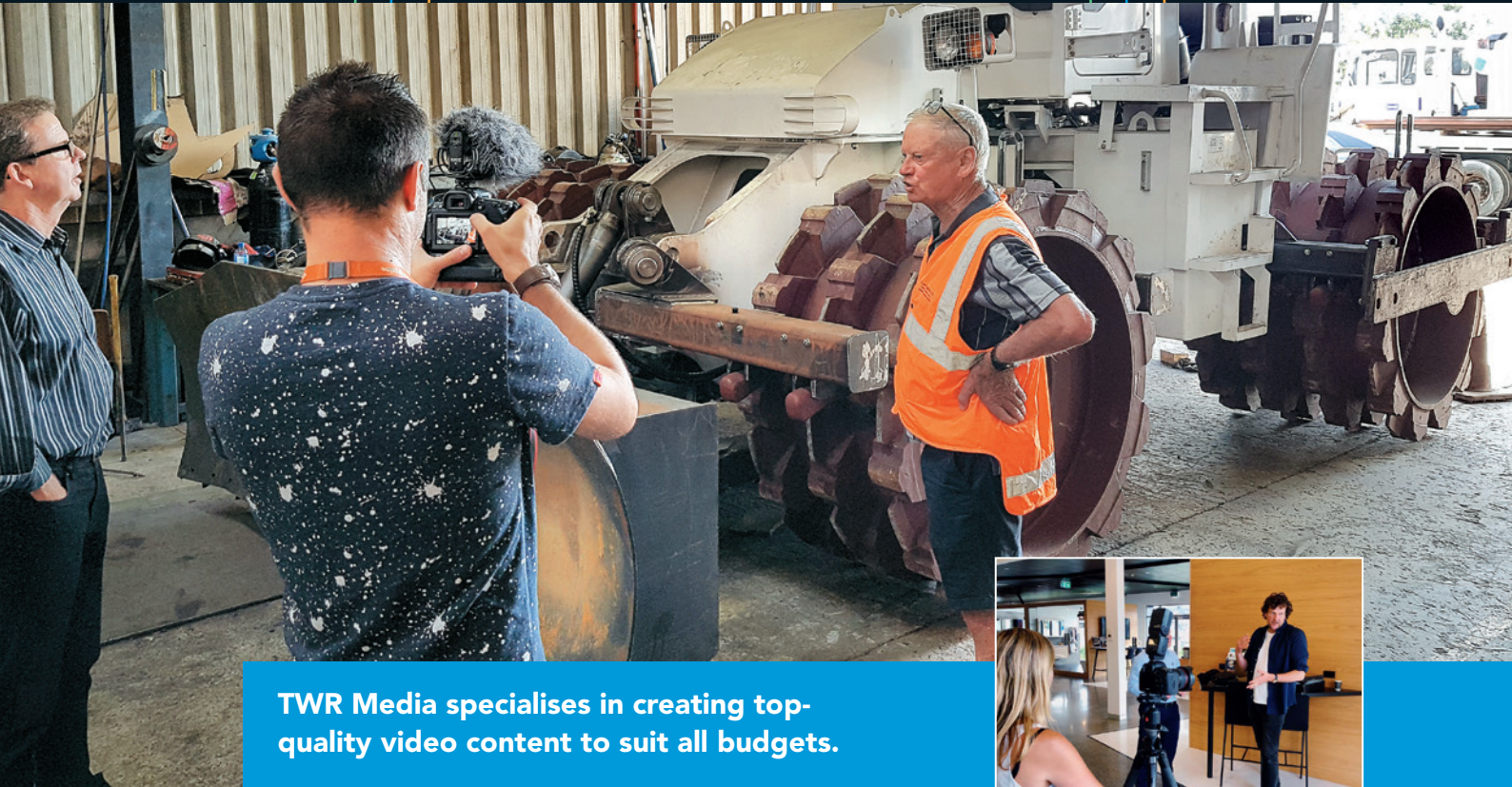
Mayor Brown's key initiatives are intended to deliver a LTP that provides for the financial and physical resilience of Auckland through a combination of financial strategy changes, savings initiatives, capital expenditure prioritisation, resilience projects, fairer funding of local boards, and establishing the Auckland Future Fund.

### The mayor and councillors have proposed to:

- Set the average rates increases for residential ratepayers to 7.5%, 3.5%, and 8% respectively in the first three years of the LTP, then to no more than 3.5% a year after that. This includes reinstating funding for the Natural Environment Targeted Rate (with funds specifically targeted to dealing with Caulerpa), modifying the Water Quality Targeted Rate, introducing more flexibility to the Climate Action Transport Targeted Rate, and doing away with the Long-Term Differential.
- Fully fund Council's share of road renewals and other targeted transport spending, with a total transport capital spend of \$14 billion over 10 years.
- Invest in the rapid transit network and making it easier to pay; introduce capped weekly public transport passes, network optimisation and dynamic lanes; and reduce the cost and disruption of temporary traffic management.
- Strengthen Council's resilience by investing in the 'Making Space for Water' programme over 10 years; establishing the Auckland Future Fund with the remaining Auckland International Airport Ltd. shares and operating lease of the Port of Auckland land; investigating investment in renewable energy on council assets; and setting ambitious but realistic emissions reduction targets.
- Make the most of our harbours by returning Captain Cook and Marsden wharves to Council and delivering a plan for a publicly owned waterfront.
- Change the Local Board Funding Policy to provide fairer funding for local boards.
- Support the transition of the Community Asset portfolio with \$4 billion of capital funding for the next 10 years.
- Provide for an increase in Māori outcomes funding to \$171 million over 10 years.
- Work with central government to progress time-of-use charging, a bed night visitor levy, share of GST revenue on rates, funding for growth, and balance sheet separation for Watercare.



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# Kimmy's Korner

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



## X Marks the Spot - Join the Hunt!

Looking for something fun to do with your work team? Join us for the third annual RBA Rosebank Business Challenge on Tuesday, February 20 at Riversdale Reserve.

This year's theme promises a swashbuckling adventure as teams set sail on a treasure hunt through the Rosewind Isles, encountering fun-filled quests along the way.

The standout feature of these social "play" events is their positive impact on workplace dynamics. The RBA Rosebank Business Challenge consistently enhances teamwork, communication, and overall job satisfaction among participants by fostering a collaborative and positive environment.



Social play events break down barriers among employees, promoting camaraderie and trust. Engaging in activities outside the usual work setting allows colleagues to connect on a personal level, enhancing communication and collaboration. Plus, these events contribute to stress reduction, increased morale, and higher job satisfaction by providing a mental and emotional recharge. Shared positive experiences create lasting memories, fostering a positive workplace culture. Ultimately, investing in such events demonstrates a commitment to employee satisfaction, teamwork, and a thriving work environment.

So what are you waiting for? Prepare to set sail, rally your pirate mates, and reach out to [kim@rosebankbusiness.co.nz](mailto:kim@rosebankbusiness.co.nz) to snag your entry form.



## Rosebank's Most Wanted

In light of the sobering information conveyed every month in the Rosebank Neighbourhood Watch Burglary Report, the RBA has introduced "Rosebank's Most Wanted": a monthly celebration of acts of kindness and the positive contributions of businesses and employees to our community.

Recognising and appreciating the positive actions of individuals serves as a powerful catalyst for a positive business community. Acknowledgment not only boosts individual morale, but also strengthens the social fabric by promoting a culture of gratitude. This ripple effect of positivity creates a harmonious environment, encouraging a shared commitment to making a positive impact.

Moreover, acknowledgment reinforces a sense of belonging and community, fostering a supportive atmosphere where people are more inclined to help one another. In essence, celebrating acts of goodness contributes to the creation of a compassionate and resilient community.

In 2023, we applauded individuals for safety advocacy, supporting Cyclone Gabrielle relief, tree planting, and running a marathon for a cause. Businesses were recognised for prioritising mental health, volunteerism, and community learning experiences, along with donating goods to worthwhile charities and causes.

These efforts collectively contribute to building a more compassionate and sustainable business community. It's encouraging to see a diverse range of initiatives that address various aspects of social responsibility, from environmental conservation to mental health support.

As we start 2024, it's essential to continue celebrating and promoting positive actions that make a lasting impact on both individuals and communities.

Get in touch with Kim Watts [kim@rosebankbusiness.co.nz](mailto:kim@rosebankbusiness.co.nz) and share the positive initiatives or acts of kindness you've recently undertaken.



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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.



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**Max McCarthy**



**FOR SALE**

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**Max McCarthy**



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**Meir Alfassi, Max McCarthy**



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**Max McCarthy**



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**Peter Jeromson**  
021 904 050



**Scott Whitten**  
021 685 063

# Rosebank News & Events

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

## DESIGNING TOMORROW'S SPACES: A HOSTING WITH PLN GROUP

PLN Group is a Rosebank-based designer and manufacturer of furnishings and lighting for both commercial and residential spaces. Its research-lead design process starts with a 'purpose'. The company's driving ethos is around the wellbeing of its products' users and improving built spaces through implementation of concepts such as acoustics and biophilic design. In a workspace, PLN's designs answer the range of business requirements. It delivers products that aid focus work, collaboration, touch-down tasks or sociability, that help with acoustics - reducing extraneous noise through the use of nanofibre and materials technology - and that are flexible and multi-use.

PLN's products are in demand around the world and can be seen in workplaces on several continents as well as in offices, homes and hospitality venues across New

Zealand.

Come and listen to Blair McKolskey, PLN Group's MD, talk about new ways of working. How lessons learnt by large corporates such as Google and Apple can now be translated for use by smaller business in getting employees back to the office and keeping them there.

# PLN GROUP

### Hosting

**Where:** 21 Honan Place, Avondale

**When:** Thursday, 8th February, 2024

**Time:** 5.00pm - 7.30pm

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

## The Rosebank Business Challenge 2024



We are excited to announce that the Rosebank Business Challenge is back for 2024.

Put together a team and come along for a fun-filled, low-impact activity afternoon with loads of spot prizes.

Make your way around a series of easy Pit Stops to complete the tasks, then enjoy sharing some food and beverages with your teammates afterward.

**So who's up for the challenge?**

### 2024 Rosebank Business Challenge

**Where:** Riversdale Reserve

Riversdale Road, Avondale

**When:** Tuesday 20th February 2024

**Time:** 4:00pm - 6:30 pm

**For more details contact:**

Kim Watts [kim@rosebankbusiness.co.nz](mailto:kim@rosebankbusiness.co.nz)



## Funding support for Whau community groups

Local community groups have received funding support for their mahi from the Whau Local Board through the board's local, multi-board and quick response grants programme.

A total of 18 community groups were awarded \$33,000 in the latest round of Whau Local and Multiboard Grants. 12 groups received \$10,014.84 in the Quick Response Round.

The funds go towards various events and activities, including Christmas

celebrations, sports and cultural activities, and events for local youth and ethnic communities.

Local Board chair Kay Thomas says: "We're pleased to see the funds make a difference in our local area.

"From a personal perspective, just imagining how many great things can be done for our community with the funds makes my job feel more worthwhile and meaningful."

Decisions around the funding were tough, as the amounts requested were more than the funds available, adds the chair.

"With the grants rounds typically over-

subscribed and the amounts requested far exceeding the funds available, we are trying to make every dollar count."

Among the successful recipients was the Chinese Association of West Auckland, which will use the funds for the Celebration of Christmas and New Year 2024 event. Funds for Kelston Visioning Project Trust go towards their 'Ko au Ko Kerehana - I am Kelston' mentoring project and Waitakere Brass Inc will use its grant to cover administrative costs, utilities and affiliation fees.

The next round of Whau Local Grants is scheduled for the period between 12 February - 29 March 2024 and the decision will be made on 22 May 2024.

## Blues at Blockhouse Bay

**Line-up:** Midge Marsden & The Found Keys, Chet O'Connell, Brian Baker, **Genres:** Blues, Rock

**Where:** Blockhouse Bay Beach Reserve, Endeavour Street, Blockhouse Bay

**When:** Friday 2 February 2024, 6pm-9pm

The biggest FREE blues event on Auckland's calendar! Midge Marsden is back with his band Midge Marsden & The Found Keys, showing why he's the elder statesman of rhythm 'n' blues in Aotearoa, and why he's respected around the globe.

This event will keep the crowd rocking (whether you like it or not!) with Chet O'Connell and Brian Baker also on the bill. Chet O'Connell is in demand on the touring circuit and in the studio - the professionalism and energy he brings to music makes for an awesome set.

Brian Baker's solo live show is all about jaw-dropping guitar skills, passionate vocals and great songs. He's experienced in giving his audience a great time with a personal touch, he knows how to work the crowd!



## Auckland Lantern Festival 2024

Celebrate the Year of the Dragon at BNZ Auckland Lantern Festival 2024!

After four years the popular festival is back and lighting up a brand-new venue. Join us at the Manukau Sports Bowl to welcome in the Lunar New Year and celebrate traditional and contemporary Chinese culture.

Hundreds of handmade lanterns will be illuminated for you to enjoy, along with cultural music and dance performances, traditional craft demonstrations and the festival's famous line-up of food stalls.

A spectacular fireworks display will close out the festival on Sunday 25 February.

And did we mention it's free?

The BNZ Auckland Lantern Festival is a family-friendly, alcohol-free, and smoke-free event.



Find out more information at [aucklandnz.com/lantern](http://aucklandnz.com/lantern)

**Where:** Manukau Sports Bowl, Te Irirangi Drive, Manukau City Centre, Auckland 2023

**When:** Thursday 22 February 2024 to Sunday 25 February 2024

The Rosebank Business Challenge presents

# TREASURE ISLAND

Register today!



Rosebank Wellbeing

Rosebank Business Association



## X Marks the Spot – Join the Hunt!

On Tuesday, February 20, 2024, the RBA will host the Rosebank Business Challenge at Riversdale Reserve. This year's theme will revolve around pirate activities, with teams engaging in fun-filled quests as they embark on a treasure hunt.

Whether you're scrubbing the decks, walking the plank, dodging cannonballs, or engaging in a sword fight, the course is suitable for all fitness levels. So, start practicing your 'Arrrr's', rally your fellow pirate scoundrels, and register below.

For those who have participated in previous years, rest assured, you won't be disappointed. And for those who are new to the experience, take the plunge, join in the fun, and embark on a memorable adventure.

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

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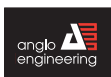
If entering more than one team, please use separate forms

📅 Tuesday, 20 February 2024  
 📍 Riversdale Reserve, Avondale  
 🕒 4pm - 6:30pm

Register by emailing this form to  
[maureen@rosebankbusiness.co.nz](mailto:maureen@rosebankbusiness.co.nz)  
 or scan the QR code



Entries close Tuesday, 13 February 2024





The Rosebank Business Challenge

presents

# TREASURE ISLAND



Calling all Buccaneers!


Rally your motley crew to complete pirate tasks, explore hidden islands, and claim your share of the bounty!

Tuesday 20 February 2024

Riversdale Reserve

4pm - 6:30pm

Suitable for all  
fitness levels!



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# Rise of the Machines:

Making AI Work For Your Business

When generative artificial intelligence (AI) exploded onto the global scene in 2023, reactions were decidedly mixed. Some people jumped at the chance to find out what their dog would look like as an astronaut, while others warned of a dystopian future where robots would cheerfully replace artists, writers, and eventually humankind altogether.

Still another group began to explore the productivity uses for AI, employing Open AI's free-to-use ChatGPT to write their work emails (much to the alarm of upper management). Whether you love it or remain leery of it, experts agree that AI is set to make a profound impact on the way we work.

"It's going to be absolutely monumental," says Rob Morris, founder of RBA Partner RGM Consulting. "People compare this to the invention of the steam engine, but I think it's much bigger than that."

Rob is a certified Scaling Up consultant, and after attending their two-week

conference in the United States in late 2023, he came back energised by the discussions on AI.

"There's a new category of occupation called 'prompt engineer,' which is exploding in the States," he says. "That's basically people who know how to prompt it. There are all sorts of places online where you can buy prompts or join communities and see how other people are prompting it; that's all exploding at the moment."

You might be surprised to know that AI has been in our midst for years – think predictive text or the somewhat helpful chatbots that pop up on the bank or grocery store's website. The recent leap forward is not in the introduction of AI itself, says NewZealand.AI's Justin Flitter, but in the leap to generative AI.

Justin founded NewZealand.AI in 2017 to help business leaders see the potential with AI, to learn about its capabilities and the tech, and to start thinking about

how their business might use it. As such, he's an expert at distilling the complex technology into simpler terms.

"Pre-Covid, most chatbots would have operated on an 'if this/then that' rule basis," Justin says. "It was really prescriptive and unintelligent. You would have had a spreadsheet and rules to say, 'If this word is mentioned, or this question is asked, give this link and this is the copy.'"

Generative AI like ChatGPT, says Justin, is built on a "live language model," and it operates beyond the borders of hard-and-fast rules. "With unstructured content, we can literally create a folder or a library of links to webpages, PDF documents, Word documents, diagrams, all of this unstructured content, and the live language model will read all of that content and interpret it." When it comes to ChatGPT, he adds, that library of content is all the public information on the Internet. "So when someone asks it a question, the AI will look to that library of



information to extrapolate an answer.”

From there, the AI uses natural language to spit out the information it thinks we want... with varying results.

“It’s pattern recognition,” says Justin. “It’s a prediction engine. Effectively, ChatGPT is trying to predict the next word in the sentence in a convincing way that makes us confident it’s the right answer. Sometimes, just like humans, it goes a bit screwy and says something a little bit weird, and that’s because it’s trying to predict the next word in the sentence or predict the next idea and sometimes it gets it wrong.”

Like many a keen newcomer, AI isn’t ready to give up once it makes a mistake. Instead, it “learns,” taking its cues from how favourably - or badly - we react to what it tells us.

“It’s getting the feedback loop from our own interactions with it,” says Justin, along with the help of paid testers worldwide who fine-tune the algorithm manually. “Do we say, ‘No, that’s rubbish’ or ‘Okay, that’s great’ and continue the conversation? If the conversation just stops, for one reason or another, it might

be that the answer wasn’t as good as it could have been.”

So what’s the best way to get started using AI within your business? “It will help you write, generate ideas, and create new things,” says Justin. “No one should be starting a task from scratch. That’s principle number one with generative AI.”

Rob says that the key to understanding how to use the technology is in viewing it as a complement to your team – or even an honorary team member.

“It’s nice to think of it as amplified intelligence, rather than artificial intelligence,” he says. “Treat AI like it’s a team member with infinite access to data but little wisdom - a very knowledgeable but naïve team member - and train them up like that. For example, ‘They got that right, so I can trust them on that a little bit more.’”

As a starting point, he suggests experimenting with AI for consumer or market research, or to help with social media. “Generating social media content is very easy with ChatGPT,” he says. “Give it a bit of context; tell it who you are. Go in and tell it, ‘This is my business.

Give me 10 suggestions for social media posts I can run next month.’ Some of them will be terrible, but for others you can say, ‘Expand on numbers one, four and seven; make them punchier,’ or ‘Make them funnier.’”

Like Justin, Rob cautions that the information you get from AI can be wrong, although quite convincing. Also, importantly, whatever you say to chatbots like ChatGPT gets swirled into a public pot of information. “The best mindset is to assume that what you type in there, other people can read. So don’t type in anything confidential.”

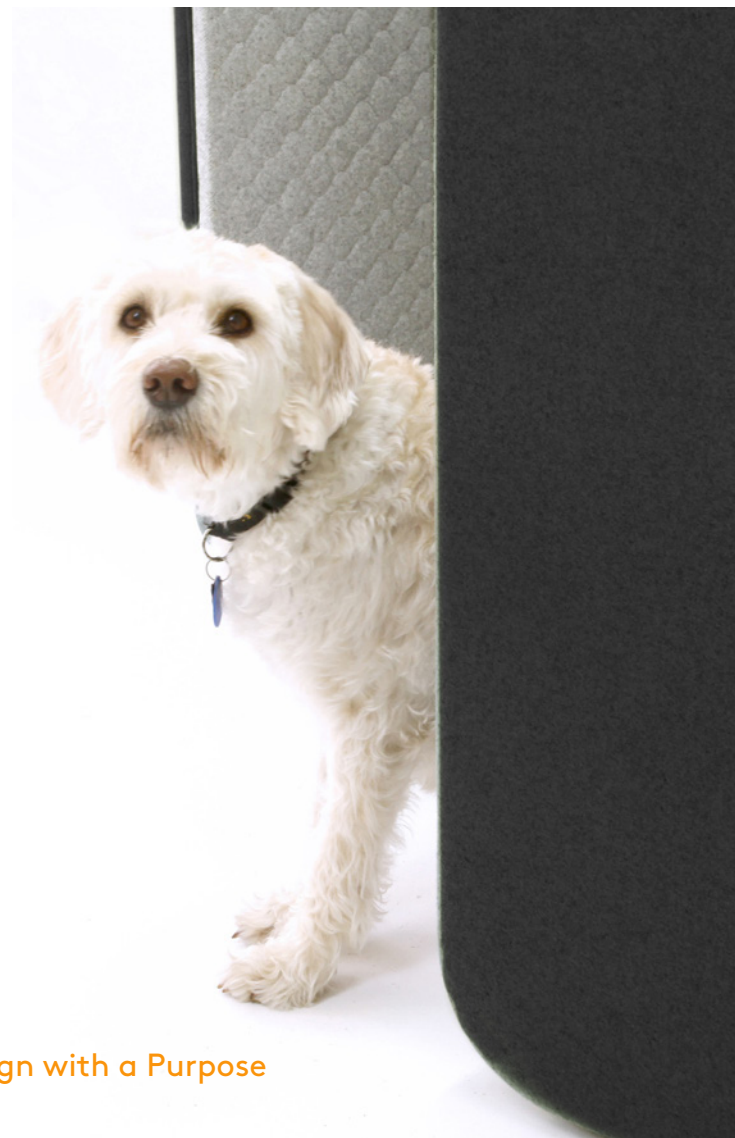
Paul O’Neal, Head of Legal and General Counsel at RBA Partner the EMA, agrees. He’s supportive of businesses trying AI and says it’s a “massive opportunity done right,” but he cautions that the technology is a tool and not a replacement for products, services, or human beings.

“For most businesses, it probably should be used to supplement decisions that have already been made, or work that has already been done, to make things more efficient and effective,” he says. “It’s not a substitute for good human

# PLN GROUP

## How to keep your most important team members in the office

Create an engaging work space with New Zealand furniture and lighting



judgement or for the skill and the experience built up by your staff.”

Paul says that there’s a lot to consider when it comes to using AI in your business. First is where to apply it - and where not to.

“Say you’re a company and you’re looking at redundancy or a restructure - my suggestion would not be to apply AI to that,” he says. “You might get it to assist you in preparing some documents, but in terms of making decisions about people’s future employment, you should still be getting good legal advice around that.”

Recruitment, he adds, is another mine field. “There’s the danger of bias, discrimination, and unfairness if you’re using AI completely to do your recruitment.”

To protect sensitive business information and your staff’s privacy, restrictions and guidelines on the use of AI are essential. “If you’re putting people’s private information in there, you should be wary about that, you should certainly have their consent, and you should think about what you’re feeding into the AI machine in order to get your responses back.”

There are intellectual property and copyright considerations, too, when looking to use something created by AI. And in terms of liability, any business decision you make or action you take is still the responsibility of the humans at the helm, regardless of whether or not AI had a hand in making the call.

“The reality is, the law doesn’t accept as an excuse, ‘The machines did it,’ or ‘AI

told me to do it.’ You still have obligations when you use information, either when you’re bringing it in or putting it out, to think about things like privacy, copyright, and intellectual property. AI can help you make decisions more efficiently and effectively, but ultimately, if you get them wrong, it’s still you taking responsibility for them.”

When it comes to laws that specifically govern the use of AI, there currently aren’t any on the books in New Zealand, but Paul says the use of AI is essentially covered by existing laws on privacy, copyright, the use of information, and a company’s legal obligations.

“People might think AI is so new it’s the Wild West, and I suppose there’s some truth to that in what people understand of its capabilities and its limits, but there are laws and regulations there that will still generally cover what you might do with AI.”

With guardrails in place and a sense of possibility in hand, all three experts say that the future of AI is bright, and the time is now.

“The companies that start doing this early will have the most impact and the most benefit,” says Justin.

He predicts that this year will see businesses set up individual employees and teams with their own “digital coach” they can question and converse with to help them achieve more during their workday. “It’s not about taking away jobs; it’s about AI helping people accelerate in their role. The better you are at doing your job, the better the AI will be at helping you be better at your job.”

AI has the potential to automate hair-pulling processes and free up people’s time for tasks they truly enjoy, something Justin predicts will lead to higher employee satisfaction and ultimately allow businesses to move faster.

The first step, of course, is to give it a go. “Get in and explore,” he says. “Play, be curious, experiment.”

Paul agrees, adding that it’s key to communicate with your staff and acknowledge any skittishness about AI. “When the internet came along, it didn’t replace people’s jobs; it made people’s jobs different, it probably made them easier, and it probably created some new jobs. I’d expect AI to do the same thing. So as an employer, think about how AI can create efficiencies for you, but also be alive to the fact that AI can be unsettling to some people. Communicate with your staff if you’re introducing AI into your business about how it’s going to improve the workplace and make it a more effective business.”

And if the somewhat foreboding promise of AI feels intimidating, not to worry, says Rob. “Every business owner or leader of a small-to-mid-sized enterprise thinks they’re behind the curve, but it’s so new that very few people worldwide are good at this. If you’re thinking about it and you’re playing around with it, you’re kind of ahead of the game.”

Special thanks to Rob Morris (<https://www.rgmconsulting.co.nz>), Paul O’Neal (<https://www.ema.co.nz>) and Justin Flitter (<https://newzealand.ai/>) for contributing to this article.

*By Beth Caunter*





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# Bouncing Back:

## JUMP Takes a Leap

Beloved Kiwi trampoline park JUMP has rebranded to BOUNCE, and co-owner Sandra Mu is excited to welcome customers to their three freshly renovated locations in Avondale, Takanini, and the North Shore.

“At Avondale, we’ve got 12 new rock-climbing walls,” she details of the new features and play areas. “We have three double-lane X-Run courses, where you can time yourself and race against your mates. We’ve also got an exclusive Mini Bounce Zone for kids under 110cm with a three-story climbing apparatus, slides, ball pit and exclusive trampolines, so that all our under-five guests can have a safe and fun environment at any hour without the bigger kids.”

Since its inception 10 years ago, JUMP has become a favourite destination for kids of all ages who love to jump. With their array of indoor trampolines and play areas, JUMP was designed by Sandra and her late husband David to bring out the inner antelope in kids and parents alike, all while promoting fun, active play. In fact, Sandra and David’s original slogan was “Exercise in Disguise.”

“What we’ve created is something for all ages, and also for parents to get involved with their kids and have some fun bonding time,” says Sandra. “Instead of sitting down and watching your kids while they play, you can actually





go in and have some fun with them. The park is also entertaining for teenagers, giving them something to do other than being on technology. People come here for entertainment, but they get the health benefits of exercising, too."

Sandra and David formed the idea for JUMP in an unlikely locale: Las Vegas, USA. With all its glitz and gambling,

Frank Sinatra's old stomping ground doesn't typically inspire a winning idea for fitness-based fun. But back in 2013, that's just where Sandra and David dreamed up their now-wildly successful chain of trampoline parks.

"It was accidental," says Sandra of the concept. "We went to Las Vegas for my brother's wedding, and I was looking for things to do other than drinking and gambling. I came across a trampoline park - it was the very first one in the world, I think. It was kind of grungy and old, but the concept caught my eye."

When Sandra brought the idea to David, he was all ears. "We all grew up on the backyard trampoline," she says. "When I told my husband, we got obsessed, like, 'Oh, New Zealand would love this!' We started creating it and building our own park from there."

JUMP was the first trampoline park of its kind in New Zealand, and Sandra says that convincing potential landlords to lease them a property wasn't an easy task. "No one knew the concept. It took us 18 months to find a location because no one believed that trampolines could pay the bills."






The first JUMP park eventually found a home in East Tamaki, and the fledgling business was a massive hit. "The public reception was overwhelming. We were sold out from 10 in the morning to 10 at night, and you had to book a birthday party two to three months in advance. Everyone loved it."

The following year saw Sandra and David

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open two more parks - one in Hamilton and one on the North Shore - as JUMP's popularity soared. "Within 14 months, we had three JUMPS. It was all a crazy whirlwind."

The appeal of the park is clear: not only are trampolines fun, but there are lots of benefits to be had that are unique to this type of exercise. "It's good fitness," says Sandra, "but it's also really good for coordination, especially for the younger kids. We get a lot of sensory-needs kids - the stimulation they get from jumping around on the trampolines is really beneficial."

In 2016, Sandra and David opened a JUMP location in Avondale, a full-circle moment that reinforced how right they'd been to follow their instincts in pursuit of their dream. The couple had originally looked at basing their first JUMP there, but at the time, the only suitable option was a vacant section where they would have had to build. Keen as they were to launch as soon as possible, Sandra and David had decided not to wait, instead taking their search elsewhere. Three years later, when they were ready to expand JUMP into its fourth location, they were back.

"When this building came up," Sandra recalls, "we said, 'Oh, this is perfect - this is one of the locations we were looking at originally.' We were the first tenants in that building, and we didn't have to wait for the build - we opened three others before that."

In 2020, everything changed for Sandra and her family when David suddenly passed away after an unexplained medical event. Only 41 years old, his death was a tremendous loss, and Sandra worked hard to keep JUMP going while navigating her own grief and that of their two children. Now, she says, she's ready to make some changes. Enter her new and exciting partnership with

BOUNCE, a global trampoline park based in Australia. Like JUMP, BOUNCE also started 10 years ago, and they have opened locations all over the world.

"Losing my husband and doing it on my own was a massive task, and I had to look for different opportunities," Sandra says. "The BOUNCE brand and the JUMP brand are very similar in terms of vision and values. It worked well to partner with them to make JUMP bigger and better. We're adding in lots of new features to make it more exciting and rejuvenate it for our customers. We've incorporated more off-trampoline stuff, adding value for people who want more than just trampolines. You can mix it up and go from trampolines to racing your mates on the X-Run or seeing how high you can climb on the climbing wall. We're supporting our kids to gain confidence and push themselves if they can."

Even better, she adds, is the ease of the transition. "There's no change for our staff or for our customers, other than a few colours and a name change. The partnership is a continuation of what we were doing at JUMP: creating an inclusive action-adventure park where everyone can come and 'unleash their free spirit,' which is the slogan for BOUNCE."

As always, the business remains a family affair. "My kids were three and seven when we first started, and now they're 14 and 18," says Sandra. "My son worked with me doing the rebuild until Christmas, before he started his new job this year. We're all very much part of the process."

Sandra and the BOUNCE tribes look forward to showcasing the new action-adventure experience! For more information, visit [www.bounceinc.co.nz](http://www.bounceinc.co.nz).



# Member Profiles

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

## Marketing Can Be Fun – When It Works!

If you're ready to propel your business in 2024 through effective marketing strategies that work for you, Bryan Teng of Thrust Marketing can lead your business's marketing department on a part-time or project-based basis, taking on the mantle of your dedicated marketing manager and tailoring results-oriented solutions to meet your business goals.

With a remarkable 17-year career that began as a marketing assistant and evolved into marketing leadership, Bryan stands as a seasoned professional. His current role as a fractional marketer, more commonly known as a part-time senior marketing manager, is a testament to his multifaceted approach to steering marketing strategies.

In Bryan's view, marketing transcends mere strategy – it's a dynamic engagement. Armed with a visionary approach and a knack for transformative solutions, Bryan is actively reshaping the marketing landscape.

His expertise spans a diverse array of sectors across Asia, Australia, and New Zealand, including professional services, automotive, financial, property, and retail.

Bryan's journey from marketing assistant to marketing manager is not just a progression in roles, but a testament to his adaptability



and strategic prowess. His deep industry knowledge and commitment to customising solutions positions him as a valuable asset for businesses seeking a dynamic and tailored approach to marketing excellence.

Bryan's leadership imprint extends to prominent companies such as Turners Automotive Group, Gong cha New Zealand, MOTAT, Erskine Owen, Point Property, and Intelligent Environments.

Notably, he orchestrated NeNe Chicken's triumphant entry into the New Zealand market, achieving a staggering media ROI of over 300x during the opening weekend and selling over 100 kg of chicken.

Collaborating with Rebecca and Nikki Harris at Intelligent Environments, Bryan deciphered the code to articulating their business purpose. The outcome? A concise three-minute video stealing the limelight at presentations, a testament to Bryan's flair for transforming challenges into opportunities.

Reach out to Bryan today at [bryan@thrust.co.nz](mailto:bryan@thrust.co.nz) or (022) 018 9067.

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# Business Nuts & Bolts

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



Aaron Martin  
NZ Immigration Law

## Government's Pause Brings Little Certainty

The new government has partially paused the median wage increase that was originally set to take place at the end of February this year. The planned increase would have seen the minimum wage threshold for a work visa rise to \$31.61 per hour unless the occupation was covered by an exception.

The pause, however, only relates to work visa applications. The wage increase will still come into force for resident visa categories subject to the median wage threshold, including all Skilled Category residence visa classes.

Consequently, the relief to employers facing increasing costs from wage inflation without a corresponding increase in productivity is only partial. Every employee on a work visa will be seeking residence at some point using these Skilled categories. They will need a pay increase to the corresponding rate at the time they seek to apply for residence. For a significant number of those, that will be a pay rise to 1.5 times the median wage if they do not have a bachelor's degree or are not in an occupation with a registration requirement.

The fact that this was stated as simply a "pause" – with a corresponding (almost threatening) reminder of it being just a "pause" – has created uncertainty and a sense of insecurity that there will be a resumption of this pay rate.

Most were hoping for a resumption of the previously (sensible) requirement that the role being offered to a work or resident visa applicant be paid the market rate.

That was a much fairer mechanism, as it allowed for regional variation appropriate to the local economy where the employer was based.

Apart from the median wage issue, the other pressing matter is the lack of residence criteria for those workers who do not have bachelor's degrees or a registration requirement for the occupation and are not paid at 1.5 times the median wage.

That affects a significant number of workers across multiple industries experiencing a skills shortage. The lack of a clear pathway to residence impedes the recruitment of much-needed skills in these industry sectors.

A five-year work visa is not attractive to international workers if you must leave New Zealand because you cannot achieve residency. Why would you subject your career, family and economic wellbeing to that level of disruption? It is a problem that requires a prompt solution.

**The lack of a clear pathway to residence impedes the recruitment of much-needed skills in these industry sectors.**

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Jason Ennor  
MyHR Co-founder  
and CEO

## Your Guide to Team Success in the New Year

For businesses, the start of a new year is a great time to reset and consider how you can thrive in the year ahead. With a competitive labour market and rates of unemployment remaining low, supporting your people and boosting their performance is crucial.

Let's look at what to put at the top of your priorities list as you eye up 2024 and plan for success for your team and business.

### Keeping your house in order

With a new government in the Beehive, you'll need to keep up with a number of upcoming changes to employment and immigration legislation.

The government has already scrapped Fair Pay Agreements and reintroduced the use of 90-day trial periods for all employers, regardless of size.

If you are going to begin using 90 day-trials again, or if you already do, you need to ensure your hiring and onboarding processes are always fair and that you inform employees on a trial if there is anything that's likely to lead to their termination.

The government has also signalled it wants to simplify the personal grievance process, reform health and safety regulations, modify contractors' ability to challenge their employment status, and make numerous changes to immigration laws.

The year ahead is going to be busy for regulatory changes, so

right now is the perfect time to do an overall compliance review to ensure you're meeting your employment responsibilities and that you can be confident your documentation reflects the reality of the jobs staff perform and the way your business currently operates.

### Time to think about people performance

With the right foundation in place and admin sorted, goal setting and performance support for your team is another vital step. Having clear objectives and plans to measure and develop people's skills helps the business and the team get the most out of the experience.

If you're having conversations with employees about performance for the first time, here are a couple of things to keep in mind:

- Every performance review process is different, and aligning the approach to what you are trying to achieve as a business makes the effort worthwhile.
- Set clear goals that staff understand and don't over-complicate it. Communicate when the review will take place so that everyone knows the timeline.
- Remember that performance is a two-way street. Think about how you can support people in their careers and skills development in return for their efforts.
- It's worth taking quick, accurate notes as you go, to confidently refer to when performance review time comes around.

### Getting set to follow through

With so much to do and so many competing business priorities, keeping on top of your people management can be difficult, but having processes to keep everything on track makes things easy.

Whether you need to conduct regular training, remember an upcoming pay review, engage independent contractors, or just schedule check-ins with staff, it's all about the setup.

Having reminders that notify you of upcoming events can help you follow through with obligations and signal to staff that you're proactive around issues that matter to them.

These are just some of the many people-related issues MyHR supports customers with daily. Between our platform and HR experts, we make sure nothing slips through the cracks, whether it's making admin hassle-free, ensuring you're legally compliant, delivering impactful performance reviews, or sending reminders.

# TradeZone

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Kate de Lautour  
The Icehouse

## The SME State of Play For 2024. Mindset Matters

**A new year, and Kiwi business owners are looking for positive indicators on how the economy will perform in the next 12 months.**

Pressure remains on New Zealand's SMEs amid uncertainty, and the feedback we're receiving from our Icehouse alumni across the country is that rising costs, inflation and interest rates, and staff challenges will continue to influence owner confidence in 2024. However, there's possible good news on the horizon.

SMEs are the lifeblood of the NZ economy, accounting for 97% of all firms, yet a recent NZ Herald study estimates that a person is more likely to live to 100 than own a business for more than 10 years, while just 28% of businesses founded a decade ago are still in operation today.

In times of upheaval, imbalance and uncertainty, "mindset" and how you approach challenges, can be a genuine business asset.

Mindset is a way of thinking that enables you to uncover and see problems as opportunities and then turn those opportunities into an advantage. This is similar to an entrepreneurial mindset and is often why an owner started a business in the first place.

A business mindset is a set of attitudes and perspectives that drive entrepreneurial thinking and decision-making.

It centres on strategic planning, possessing that "opportunity-based" outlook consistently, and having a laser-like focus on what you do well.

Consider starting the new year by assessing your current business model, taking an honest look at your strong points (both as an owner and the business as a whole), understanding and appreciating the unique value you offer, and following a strategy. This can be as easy as making a wish list and implementing a

plan to make it happen. Business goals often begin with a big idea and are then broken down into smaller, more measurable, actionable tasks.

Seeing tasks get completed, and taking control of what you can control, promotes greater focus and direction and when undertaken in bite-sized pieces, everything seems more manageable, less daunting and more positive for you and your team.

Reasons for cautious optimism? The United Nations 2024 World Economic Situation and Prospects report expects the cost of living crisis to lighten by the end of the year, projecting inflation in New Zealand to fall gradually over the next 12 months.

Elsewhere, the New Zealand Institute of Economic Research states that just 10% of businesses in the last quarter of 2023 expected a deterioration in general economic conditions over the coming months, compared to a net 49% in the previous quarter.

The same survey, which polled around 4,300 firms, also revealed that employers are finding it easier to search for skilled and unskilled labour, partly due to the reopening of international borders.

It's important to stay on top of policy shifts to better understand how they will impact your business. For example, the re-introduction of 90-day trial periods for new employees may affect owners' and HR teams' recruitment strategies, while potential tax law changes are expected in June.

Having a business coach can really help you to get that all-important planning or wish list underway and keep you accountable within a timeframe to achieve your goals for the business.

The Icehouse has a large team of coaches with experience across all industries – this time of year is an ideal time to set a strategic plan for the 12 months ahead.

If you've been thinking about whether a business coach is right for you, then get in touch with me for a chat – there may also be funding options available to help get you started.

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Anna Cardy  
Henderson Reeves

## What you need to know about the storm and flood damaged property buy-out scheme

### Step 1 - Assessment

In order to qualify for the buy-back scheme, an applicant's property must be determined as a Category 3 risk level.

The risk level of a property is determined by the Auckland Council who will conduct a detailed on site risk assessment. If a property has a residential dwelling on it and is confirmed as Category 3, an applicant will be eligible for a buy-out offer. An applicant has three months to dispute the categorization of their property after Auckland Council has confirmed in writing the category of the applicant's property.

Vacant sections are not included in the buy-out scheme, however properties that aren't the owner's main home (secondary properties) classified as Category 3 are also eligible for a buy-out. This is because the purpose of the buy-out policy is to remove people from places where there is a risk to life during extreme weather.

Following the determination an applicant will have three months to dispute their property category or to opt-in to the buy-out process.

### Step 2 - Valuation

A property's valuation will be determined by a panel of registered valuers selected by the Auckland Council. A pre-weather event date of 26 January 2023 will be used when determining the market valuation of the property. An applicant is not committed to accepting a buy-out offer by receiving a valuation and can opt-out of the process at any time until they sign a sale and purchase agreement (**the agreement**).

### Step 3 - Offer

Once a valuation has been determined, an applicant is presented with an offer which contains a copy of Auckland Council's valuation and a conditional agreement which contains the buy-out offer. The offer is the market valuation, less a 5% homeowner contribution (for insured homeowners), any insurance payout and Earthquake Commission (**EQC**) funds received.

Once the offer has been presented, the applicant has one month to consider and/or dispute the offer. An offer is accepted when the applicant signs and returns the agreement. If the applicant does not accept the offer then they can dispute the valuation via the disputes process or can opt-out of the process in its entirety.

### Step 4 - Agreement for sale and purchase signed

Once the Agreement is signed, settlement is conditional upon the applicant settling their private insurance claim and EQC insurance claim.

If an applicant has already been paid by their insurer, then the buy-out offer from Auckland Council will be the market valuation as determined in step 2 minus the insurance settlement and the homeowner contribution.

### Step 5 - Insurance and EQC settled

Opting in to the process will include an obligation on the applicant to lodge a claim with their private insurance and EQC claim. The applicant is to provide Auckland Council with their insurance details, the level of cover as well as information contained in damage reports and claim assessments. These details will be confirmed in a statutory declaration.

Where an applicant has spent insurance proceeds on repairs there is an ability for that amount to be credited back to the applicant. Auckland Council would want to see evidence of the amount spent on those works confirmed in a statutory declaration.

### Step 6 - Settlement

Settlement is to occur 20 working days (or as otherwise agreed) after Auckland Council is satisfied that all insurance claims over the property are settled. If there is a desire to move more quickly, then the applicant can negotiate this with their Auckland Council property advisor.

Any mortgage registered over the property will be discharged on settlement and the applicant will also be required to close any utility accounts. Auckland Council are in the process of clarifying their position on rates, however it is likely that due to the damage incurred by the weather events there may be a rates remission but any prior arrears will need to be cleared on settlement.

There will be a \$5,000 contribution offered by Auckland Council to the applicant so that they can meet their professional fees. In most cases this contribution would be paid at the point that the applicant opts into the scheme.

### Key take-aways

1. The buy-out scheme follows the usual sale and purchase process. It is voluntary and there is no statutory basis for the scheme.
2. If the applicant is insured then the purchase price is made up of 95% of the market valuation as at 26 January 2023 minus the private insurance/ EQC settlement funds.
3. The sale of a category 3 property can only occur once insurance and EQC claims settle.

Acknowledgements to Auckland Council "Category 3 property buy-out information between Auckland Council and the government" (25 January 2024) Te Kaunihera o Tamaki Makaurau Auckland Council <https://www.aucklandcouncil.govt.nz/recovery-extreme-weather-disasters/property-categorisation-resolution/Pages/category-3-property-buyout-information-auckland-council-government>.

Henderson Reeves is a full service law firm, where Rosebank and Patiki Roads meet in West Auckland. Our experienced team is available to help you if you are working through this process. We have a team member in Muriwai able to meet locals to make things easier. Let us know if we can help you 09 281 3723.



Scott Carter  
Matrix Security

## Start the Year Safe and Secure

**With the traditional Christmas holiday period over, it's a good time to reflect on the trends we have seen and what all businesses can do to help protect themselves.**

One notable issue we have observed is failing to update the details of keyholders and escalation points for when your alarm goes off. People come and go and phone numbers change, and notifying your security company of these changes is often overlooked. So why is this important? Our instructions are often to contact the keyholder first before despatching a patrol. Any delay in contacting the right person due to inaccurate details can double or triple the response time to site, giving offenders more time to damage or remove property. Higher-risk sites typically ask us to despatch first, then contact keyholders, ensuring that we are on site as soon as possible after an event has occurred.

Another trend we are seeing is "tailgating", where offenders follow directly behind staff or cleaners onto a site, effectively negating any access control or alarm systems. It is important to educate staff and contractors (such as cleaners) on the need to



ensure they have not been followed onto a site or into a building and to wait until the door or gate is closed behind them before proceeding.

On the subject of access control, building owners/managers should check that the requirements of the Building Warrant of Fitness (BWF) have been met by regularly inspecting and testing any access-controlled doors. All access-controlled doors should be noted on the compliance schedule so that they are tested, and any new doors must also be added to the schedule.

Matrix Security can assist you with all of the above, including IQP testing for your BWF. Please reach out for an obligation-free discussion on how we can help you better protect your staff and assets.

# I didn't set the alarm.

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Chantal Laidler  
Smith & Partners Lawyers

## What happens when a shareholder wants to leave?

The dynamics of a privately held company in New Zealand can change significantly when a shareholder decides to exit. This transition is not just a mere transfer of shares; it involves legal, financial, and procedural considerations that require careful navigation. In closely held companies, personal relationships also come into play.

### The legal framework

The Companies Act 1993 ("the Act") sets out the legal framework for companies in New Zealand. However, the Act allows companies to impose restrictions on the transfer of shares, which may be determined by a company's constitution and/or shareholders' agreement (if the company has these). Your solicitor will ensure you work through the necessary steps to comply with the Act.

### Shareholders' Agreement and Company Constitution

It is important to consult the shareholders agreement and/or company constitution (if any).

Here are some particular clauses to look out for:

- **Pre-emption rights or right of first refusal:**  
These rights give existing shareholders the first opportunity to buy the departing shareholder's shares before they are offered to outside parties.
- **Drag-Along rights:**  
Drag-along rights enable a majority shareholder to force minority shareholders to join in the sale of the company to a third party (usually once any pre-emptive rights have been waived).
- **Tag-Along rights:**  
Conversely, tag-along rights protect minority shareholders. If a majority shareholder sells their stake, minority shareholders have the right to join the transaction and sell their shares at the same terms and conditions.
- **Restrictions on transfer:**  
These clauses might place restrictions on the sale of shares within particular time frames or to competing third parties, and require approval from other shareholders or the board.
- **Valuation process:**  
The agreement should include a methodology for appointing

a valuer and then valuing the shares of the departing shareholder. This could be based on a combination of different financial metrics - and based on the valuer's advice as to the most appropriate method for the specific business.

- **Non-Compete clauses:**

To protect the company's interests, the agreement might include non-compete clauses preventing the departing shareholder from setting up or joining a competing business within a certain time frame and geographical area.

### Legal and administrative procedures

- **Documentation:**

Essential legal documents, including a sale and purchase agreement, share transfer forms and directors' resolutions must be prepared and signed.

- **Updating the share register:**

Companies are required to maintain a register of shareholders, recording the names, addresses, and shareholdings of all shareholders. Any change in share ownership, such as through a sale, must be recorded in this register - as well as on the Companies Office share register.

- **Shareholder current accounts:**

When a shareholder exits, their current account also needs to be settled regardless (whether it is in credit or debit). The shareholders' agreement ought to set out how current accounts are to be settled upon a shareholder's exit, including in situations where the exiting shareholder has an outstanding loan to the company.

- **Tax Considerations:**

The exit of a shareholder can have tax implications, which vary depending on the specifics of the transaction. Professional tax advice is often necessary to understand and manage these implications.

The exit of a shareholder from a privately held company in New Zealand is a multifaceted process that requires careful consideration. It's imperative for both the departing and remaining shareholders to understand their rights and obligations. Shareholders need to engage their lawyers in conjunction with their accountants to ensure the transaction is dealt with appropriately and to their best advantage.

***If you wish to discuss your exit as a shareholder, or to enquire about shareholders' agreements, speak with Chantal Laidler at Smith and Partners on 09 837 6833 or email [chantal.laidler@smithpartners.co.nz](mailto:chantal.laidler@smithpartners.co.nz).***



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From top left: Stuart Bode, Alister Hitchcock, Wesley Gerber, Matt Clifford, Mark Preston, Beterly Pan, Brendan Graves, Sunil Bhana, Craig Smith

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