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Cover: Team CSI - Molly Whoppy win the 2025 Business Challenge.

With thanks to our partners ...



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From My Perspective

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



This month, the RBA launched Buy a Tile to fund the CCTV network we have installed in Rosebank. The Tile Wall initiative has been developed to support the project and show that we care about security and safety in our community. The system has been installed and is already up and running, with a live feed going to the NZ Police through the Safer Cities vGRID system.

Now we need your support. We have already raised \$23,000 towards the \$60,000 cost, and we're asking our business community to support covering

the rest. Everyone who works in or owns a business in Rosebank has ownership of this important security network, so please consider lending your support by buying a tile in Roundabout magazine. Starting at only \$250 for a single tile, your tile will include your logo and website, and it will be displayed in the magazine from April onwards for an entire year. The tiles will also have pride of place on the CCTV page on the RBA website for one year as well.

Check out Kimmy's Korner for more details from Kim about how you can support this project.

In this issue, we have a feature on Enclose premium aluminium covers. This business has been newly acquired by Mulcahy Engineering, which has over 130 employees at their location on Charann Place. Enclose Brand Manager Kelly Mulcahy anticipates the brand going from strength to strength now that Mulcahy is the manufacturer of this premium product. Kelly joins her brother at Mulcahy; Mulcahy Engineering Managing Director Kayne Mulcahy took over the family business from their father, Murray, in 2011.

Our yearly business challenge took place in February; this year's event had

a crime-solving theme as participants worked to deduce "Who Killed Rosie Banks?" The event focused on brains over physical talent, with unique and creative clues to be decoded. A ton of work goes into this event; the RBA would like to thank all the partners, sponsors, entrants, and supporters. Without you, the event wouldn't go ahead.

Our feature writer, Beth, has explored surviving the current economy with an article called "Stemming the Tide of Rising Costs." Beth has interviewed a few of our RBA members, including business expert John Cleghorn at Prime Strategies Group, to discover strategies for dealing with the rising costs that have impacted businesses over the current recession, which the country has been in for over a year now.

Now that we have welcomed March and most businesses will be doing their end-of-financial-year numbers, it is time to look forward and work toward a more positive 2025.

Regards,
Phil Clode,
Business Development Manager

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Auckland Council Annual Plan 2025/2026

Auckland Council is consulting on its Auckland Council Annual Plan for 2025/2026.

Mayor of Auckland Wayne Brown began the consultation saying he has remained focused on improving the performance of the Auckland Council group of organisations.

Dr Grant Hewison

High on the list of achievements are initiatives like the establishment of the Auckland Future Fund and significant legislative change to water service delivery and transport, as well as improvements to the waterfront and the financial performance of the Port of Auckland Limited.

Importantly, the council agreed to reform the council-controlled organisations (CCOs) late last year and the transition has begun. "Over the next year, Aucklanders will notice greater focus on delivery from council and its remaining CCOs," Brown said.

The Annual Plan 2025/2026 marks the last opportunity of this political term to cement a more financially sustainable and sensible approach to the way council does things, getting on with what it agreed to through the Long-term Plan 2024-2034 (LTP). Explained Brown: "The LTP is like a social contract with Aucklanders; an agreement that sets out the services and infrastructure we will deliver and how we will spend ratepayer dollars."

While there are plenty of risks to manage for 2025/2026, the mayor is committed to doing everything council can to mitigate them within existing budgets. That means sticking to the agreement by:

- Retaining the agreed rates increase for the average value residential property of 5.8%
- Aiming for a group debt to revenue limit of 250% (excluding Watercare), while ensuring there is adequate headroom to respond to future shocks
- Delivering the further \$47 million in savings on top of other savings targets
- Continuing to invest in the services and activities Aucklanders care about with \$4 billion of capital investment
- Proceeding with the council's approach to the fairer funding of local boards

The main proposal included in the consultation material considers the way Auckland Council funds destination marketing and major events.

In the LTP, the council signalled that without a bed night visitor levy in place for the 2025/2026 financial year, there would be a \$7 million budget shortfall. A levy, of course, unfortunately requires central government legislation. Many leaders in the tourism sector prefer this to a targeted rate, like the Accommodation Provider Targeted Rate we used to charge. The mayor acknowledges that major events like the Women's Rugby World Cup, Sail GP and mega concerts are popular with many and contribute economic and social benefit to Auckland; however, Auckland Council must recognise that business sectors across the region also generate income from this type of investment. A targeted levy is therefore a much fairer way to share the costs between those who benefit most.

To support its ongoing discussions with central government, Auckland Council is seeking feedback on the concept of a levy that would provide for a more equitable way to fund destination marketing and major events, instead of asking the ratepayer to pick up the tab.

At a local level, the Whau Local Board is planning to:

- Restore funding cut in recent years, e.g., additional library hours and community grants
- Increase service levels in parks and town centres
- Plan for the future Whau aquatic and recreation facility and facilitate public access to school pools in the interim
- Work with Business Improvement Districts to find new ways of delivering vibrant and welcoming town centres through art activation and beautification projects
- Continue to support volunteering, community, and business participation, such as along the Whau River
- Increase community participation and capability
- Foster climate/emergency preparedness and resilience in our community
- Investigate a future space for youth
- Provide options for healthy, active lifestyles

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Kimmy's Korner

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



SAFER, CLEANER, SMARTER

The Rosebank Business Association invites businesses to help create a safer environment by funding a CCTV network along Rosebank Road. Our Tile Wall initiative has been developed to support this project and show that we care. Your contribution will make a difference; together, we can build a stronger, safer community for everyone.

The Rosebank Burglary Blog started during COVID-19 as a simple list of break-ins and street racing incidents. It soon grew into a monthly update, keeping our community informed.

In response, the Rosebank Crime Prevention group was formed, uniting key stakeholders to enhance local safety. Over the past three years, they've installed liquor ban signs and CCTV notices. For a more in-depth backstory, visit our website. (<https://rosebankbusiness.co.nz/news-and-events/2024/07/how-the-rosebank-business-association-is-championing-the-safety-of-your-business-and-employees/>)

The next major step has been installing

a CCTV network along Rosebank Road to aid NZ Police with live monitoring through the Safer Cities vGRID system. Thanks to a thorough scoping exercise by the RBA, a foundational network of cameras and wireless connections has been established.

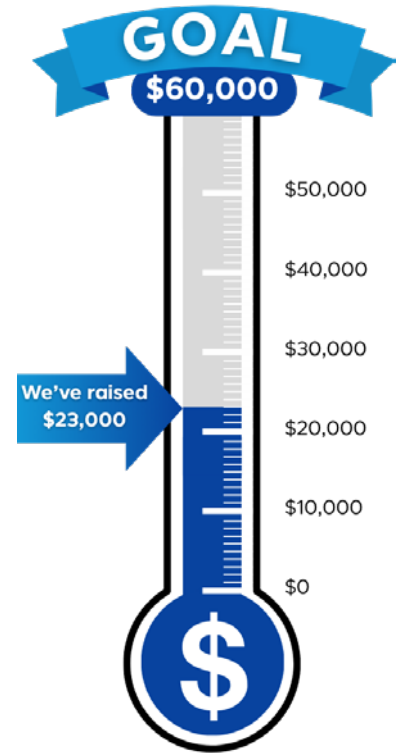
Now we need you to get involved. We've set up a core network of three strategically placed cameras along Rosebank Road, with plans to expand as funding allows. More cameras create a safer business community, providing greater security for your workplace, employees, and business.

We've already raised **\$23,000**, and we're encouraging our Rosebank business community to help reach our goal of **\$60,000** to fund this important project. Demonstrate your commitment to a safer Rosebank business community by purchasing one or more tiles.

What do I get for my contribution?

- Proudly supporting a safer Rosebank business community
- Your business logo on the RBA website and in 11 issues of Roundabout magazine
- One social media and newsletter feature
- An invitation to a thank-you event
- **\$250** secures 1 tile
- **\$500** secures 2 tiles
- **\$1,000+** secures 4 tiles

Number of incidents reported: **400**
in the last 4 years



Your support will help us:

- **Reduce crime rates** - Visible CCTV cameras can deter criminal activities, making our streets safer for everyone.
- **Support NZ Police** - CCTV footage, accessible through the Safer Cities vGRID, can provide critical evidence, helping law enforcement solve crimes more efficiently.
- **Enhance community trust** - Business owners and employees will feel more secure and connected to our community knowing that measures are in place to protect them.

Join us! Add your name to the Tile Wall and help us build a safer Rosebank for all. Buy your tile(s) here:



For more information, contact Kim Watts at kim@rosebankbusiness.co.nz

Rosebank News & Events

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

Scaling Up Workshop

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Are you a business owner or CEO looking to build a more valuable business? Is your business stagnating or not growing as fast as you'd like? Or perhaps you're experiencing rapid growth but working around the clock just to keep things running smoothly.

If so, this workshop is for you. Scaling Up is a proven growth system used by thousands of companies worldwide to transform their businesses and achieve exceptional results.

We have limited space, so register early.

Scaling Up Workshop

Where: Browne St Eatery, 50 Rosebank Rd
When: Tuesday, 18th MARCH, 2025
Time: 7.45am - 9.30am
RSVP: maureen@rosebankbusiness.co.nz

Best Blooms Hosting



Come check out Best Blooms' new Store. You've watched the corner explode with beautiful flowers - now take a look behind the scenes!

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Best Blooms Hosting

Where: 571A Rosebank Road, Avondale
When: Thursday, 20th MARCH, 2025
Time: 5.00pm - 7.30pm
RSVP: maureen@rosebankbusiness.co.nz

Employment Law Update: Key Cases & Emerging Trends

EMA^{NZ}

Join us for an insightful seminar where EMA's Head of Legal, Mauro Barsi, will break down the latest employment law cases, key trends in the Courts, and a new approach to determining right and wrong in workplace disputes. With employment regulations constantly evolving, this session will help you navigate recent rulings and their implications for your business.

This seminar will provide practical insights to ensure you're prepared for the shifting legal landscape. Don't miss this opportunity to stay informed and protect your business.

EMA Seminar

Where: Browne St Eatery, 50 Rosebank Rd
When: Tuesday, 8th APRIL 2025
Time: 7.45am - 9.30am
RSVP: maureen@rosebankbusiness.co.nz

The Trusts Hosting

Our first Hosting of the new year was held at The Trusts at their new premises on Rosebank Road.

Alan Pollard, CEO of the Trusts, gave a wonderful speech about the Rosebank and West Auckland community.

Friend of the RBA Catherine Farmer won a \$200 Trusts Gift Card - that is valid at ANY Super Liquor Store, bar, or restaurant operated by The Trusts.

We want to thank the Trusts for supporting the RBA for their hospitality and through their Partnership over the years, it is much appreciated.



Bret Gower, Alan Pollard and Michelle Blau



Keryn Ryan, Ruth Boyes and Roisin Connolly



Elizabeth Johnson and Elaine Burden



Nathan Tetzlaff and Wade Hansen



Ankur Dakwale and Pebble Varela



Joe Bergin, Phiang Phongsang, Marcus Ambrose and Ross Clow



Catherine Farmer and Lee Clark



Avondale College celebrates 80th Jubilee

2025 marks 80 years since Avondale College - originally named Avondale Technical High School - opened its doors.

The College will be marking the milestone with a number of different celebratory events throughout the year, including a Jubilee Weekend on 2-4 May. Former students, staff and board members are invited to come back to Avondale College to reconnect with friends and reminisce and celebrate the many significant events across the College's 80 years.

In addition to a mix-and-mingle gathering, Gala Dinner, school tours and other events, the Jubilee Weekend will also include a fun family festival for the whole community, past and present. This



will be held on Sunday 3rd May on the Avondale College sports fields, with food trucks, performances and more.

If your business would be interested in being involved or sponsoring an aspect of this event, please contact Communications Manager Susan Elias: ejs@avcol.school.nz



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A render of how Te Hono will look once completed. Eke Panuku



Avondale's Transformation Begins: Deconstruction Underway

The long-awaited transformation of Avondale has taken a significant step forward, with deconstruction now underway to make room for a new community centre and library, known collectively as Te Hono. This marks the beginning of a major redevelopment effort aimed at revitalising the area's town centre.

Eke Panuku Development Auckland, the Auckland Council-controlled urban regeneration agency leading the project, has identified Avondale as a priority for investment. The demolition of old shops along the main street will pave the way for Te Hono, a multi-million dollar, two-building, three-level development designed to bring the community together.

"The middle [of Avondale] is a little bit of a gap," explains Richard Davison, Eke Panuku's Priority Location Director - South and West. "Our contribution to the Avondale Town Centre is putting that final urban puzzle piece in which connects the town centre's pieces together."

Despite its proximity to the city (just 10km away), Avondale's main street has long struggled with underinvestment. While it has strong transport connections, including a train station that will benefit from the City Rail Link (CRL) opening next year and a cycle path leading directly to the CBD, it has not received the same level of attention as neighboring suburbs like New Lynn.

"The benefits that New Lynn have experienced are because they were the centre of Waitakere City, whereas Avondale was still part of Auckland City," Davison explains. "So Auckland City focused on its heart, and Avondale was at the very edge of its realm, whereas New Lynn was the centre of the (Waitakere City) realm."

The new community hub and town square are expected to take two years to complete. The Avondale Business Association has been collaborating with Eke Panuku to ensure the project aligns with local needs. Recent developments, including new apartment buildings, have already begun to change Avondale's appearance,



Deconstruction work has begun on a parade of shops in Avondale

and local businesses like Browne Street Café and the revived Hollywood Cinema have added vibrancy to the area.

Redefining the business landscape

With major banks and well-known retailers having left Avondale, the Avondale Business Association sees an opportunity to shape a new identity for the suburb.

"We know what we're not," says Chair Marcus Amosa, highlighting their shift in focus. "We're not a mall, and we don't have the things that malls have. A big part of it is that we can't control everyone like a mall does. So we've got to work with the landlords we've got here, we've got to work with some of the current business owners."

The association is prioritising hospitality and experience-based businesses, recognising that these will draw people to the town centre. "Online shopping has taken retail away from main streets," says Amosa. "So it's going to be things that people are going to have to experience - going out, eating, hospitality, things of that nature."

Addressing longstanding issues

One of Avondale's biggest challenges has been the large vacant site in the middle of the main street, once home to the 3 Guys supermarket. Abandoned since its closure in 1997, the site has remained an eyesore and occasional dumping ground. Eke Panuku has acquired the adjacent land and is working with the Marutūāhu-Ockham Group to develop a master plan that includes housing and community spaces.

While Davison acknowledges frustration over the delays, he believes it is important to focus on the long-term vision. Amosa, however, is critical of the slow progress.

"It's been 27 years since they demolished it, and it's still like that," he says. "We made the most of it and turned it into a sort of art park, and graffiti artists use it quite a lot. But nowhere else in Auckland would you find that in the town centre."

Improving infrastructure and public spaces

Beyond Te Hono, Avondale has already seen improvements in lighting, pedestrian safety, CCTV installation, and upgraded signage, says Kay Thomas, Chair of the Whau Local Board. She acknowledges the suburb was neglected for years but is optimistic about its future.

"Eke Panuku have led the regeneration. Avondale has incredible potential, and one of the things we're aware of is the number of artists that live in the area. We fund an art broker and also the Whau Arts Festival. So there's a lot of creative potential; there's a lot of potential to make it better."

Another long-standing conversation is the need for a local swimming pool, with the nearest facilities at Mount Albert and Henderson already at capacity. Thomas confirms that funding has been allocated to explore the best location for a pool in



An artist's impression of how the new community centre and library will look in Avondale. Eke Panuku

central West Auckland.

"The timeline for the construction of the pool at the moment is that it would start in 2028, but there's already money put aside for a detailed business case. The local board is looking at putting aside \$100,000 in the next financial year, from July 2025, to investigate which would be the best site."

Looking ahead

With the CRL set to reduce the travel time from Avondale to downtown Auckland to just 15 minutes, some fear that gentrification could price out current

residents. However, Amosa is confident Avondale will retain its character.

"We're super aware of how gentrification naturally works," he says. "There's enough in Avondale for it to retain its character. I'm pretty confident that we won't totally wash everything out."

With a mix of state and private housing, diverse cultures, and a strong sense of community, Avondale's regeneration presents an opportunity to grow while staying true to its roots. The deconstruction now underway is a significant step towards that future.

Eke Panuku to be disbanded July 2025 - what then?

In December 2024, Auckland Council's Governing Body voted to disband Eke Panuku Development Auckland, the agency leading urban regeneration projects like Avondale's redevelopment. Eke Panuku's functions, including urban regeneration and property management, are set to be integrated into Auckland Council by July 2025. While council members have expressed a desire to maintain momentum in regeneration efforts and retain staff expertise, there are concerns that this transition could lead to delays and reduced investment in communities like Avondale. Manurewa-Papakura Councillor Angela Dalton noted that without Eke Panuku, suburbs benefiting from regeneration might be overlooked in the Super City framework.

Only time will tell whether Auckland Council can maintain the momentum which has now finally begun building in Avondale.

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Our Highlights



1

Rosebank Business Challenge

What better way to build team camaraderie than by taking on the Rosebank Business Challenge? From walking the plank to sword duels and dodging water cannonballs, the goal was simple - have fun!



2

Justin Flitter – New Zealand AI

Justin Flitter from New Zealand.AI addressed 136 RBA members at our June 25th luncheon on making informed decisions about leveraging AI across their organisations.



3

Hostings

Bayleys, who, have been our Real Estate partners for over 20 years, hosted a Government Q&A event in May 2024.



4

Free Health Checks

For the 4th year, RBA and Unitec Student Nurses partnered to provide free health checks for Rosebank business employees.



5

Meet and Greet

The RBA team pounded the streets in July as part of our Winter Warming Giveaway. They once again handed out trays of Westie Food Group mini pie packs to all our Rosebank businesses.



Pink Ribbon

On May 21st, 54 Rosebank employees attended a Pink Ribbon breakfast, raising over \$5,000 for the NZ Breast Cancer Foundation in conjunction with a live auction.



PTTFT

17 PTTFT Awardees celebrated their achievements with family and workplace leaders on November 21, 2024

in 2024



Administrator's Professional Day

The RBA celebrated Administrator's Professional Day, on 24th April, by inviting bosses to nominate deserving employees. Congratulations to our 15 winners.



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Rosebank Plus Breakfast Seminars

The RBA delivered a varied group of breakfast Seminars to our members over the 2024 year.



Donate a can

Rosebank business employees once again stepped up, giving food and toys to support West Auckland families in need, embodying the spirit of giving



Mulcahy Engineering is proud to introduce Enclose, its newly acquired brand of premium aluminium covers. Mulcahy, a well-known metal-based manufacturer on Charann Place, acquired Enclose in December 2024, and Brand Manager Kelly Mulcahy is excited to spread the word to kiwi consumers.

“Enclose makes premium aluminium covers to cover a home’s external units, such as wheelie bins, heat pumps, gas bottles, and swimming pool pumps,” explains Kelly, adding that those units can be “a bit unsightly.” As demonstrated by an eye-catching video on the Enclose website’s homepage, their aluminium covers are aesthetically designed and easy to install - and they make a major difference to the look of an outdoor space. “Our product is stylish, yet functional, and really good quality, so it will last the test of time. It’s a premium product.”

Mulcahy Engineering is a familiar name both in Rosebank and across New Zealand; the contract manufacturing business creates bespoke metal parts and machines for companies nationwide.

The business occupies six buildings on Charann Place, employing 130 people and operating 24 hours a day, five days per week. “We service a wide range of industries, from agriculture to food and dairy,” says Managing Director Kayne Mulcahy (and brother to Kelly). “Mulcahy has a strong reputation in the market for high-level service and high levels of quality, and we’re excited to bring that to the Enclose brand.”

Kayne and Kelly grew up in close proximity to the family business. Their father, Murray, founded Mulcahy in the 1980s, and Kayne joined as a young adult, eventually taking over as Managing Director in 2011.

“As a kid, I remember being in here helping - or I don’t know if I was helping,” laughs Kelly. She’s new to the team in an official capacity, having formally joined the business specifically to manage the Enclose brand. “It’s been pretty cool to watch Kayne take over the business from Dad and take it from strength to strength. I’m really proud of what he’s done, and it’s great to be able to work alongside him now and learn from him.”

“It’s been quite nice as a family,” adds Kayne, “to bring on this product and then have Kelly come on board to be the brand manager and run part of the business.”

Kelly and Kayne agree that the opportunity to acquire Enclose - originally a Tauranga-based family business that Mulcahy supplied parts to - came at the perfect time.

“We’d been looking to create our own product portfolio,” says Kayne, “either by acquisition or through designing it internally. When this opportunity came up, we saw that it was a good fit for Mulcahy and our capabilities.”

“It’s an incredible brand and product,” adds Kelly. “I love the way it transforms a property and its outdoor space. Our reputation at Mulcahy gives the brand the ability to maintain the high levels of quality and service that Enclose customers are looking for. We’re instilling our family values and our business values into the brand.”

With Enclose now under the umbrella of Mulcahy Engineering, the brand will also benefit from manufacturing efficiencies

and the practical expertise of the team. “We have over 40 years of engineering experience across a variety of industries,” says Kayne. “The advantage for Enclose is that we can leverage our existing team to support Kelly, starting with design through to manufacturing, as well as the financial side. We’ve got an amazing team of talented people at Mulcahy, individuals who work really hard towards a common goal.”

Enclose customers will also benefit from sharing in Mulcahy’s collaborative process and commitment to satisfying their customers’ particular needs. “We can do custom design work very simply within the business,” says Kayne. The team regularly works with clients to create parts and machines that are made to order. “It’s about understanding what the customer requirements are and building relationships that ensure the customer gets the product that they need, that works perfectly for their business. Kelly will be doing exactly the same with Enclose.”

Kelly says she’s looking forward to building those long-term relationships and helping customers discover how the brand can meet their needs - no matter how



unique. “Being the manufacturer of the product, we can customise units,” she says. “If a customer comes to us and says, ‘I like this, but it’s the wrong size,’ we can design and manufacture custom sizes.”

Until now, Enclose has primarily serviced consumers rather than businesses, supplying their product to homeowners and other individuals. Kelly, however, is looking to expand the brand’s reach into the B2B space, setting her sights on

group home builders, retirement village developers, apartment developers, and the like.

“I’m really passionate about the product - I think it’s amazing,” she says. “It’s great to see the product in place and the customer just so happy with it. That’s what motivates me.”

To find out more about Enclose or to get in touch with Kelly about your specific requirements, visit the Enclose website: enclose.co.nz

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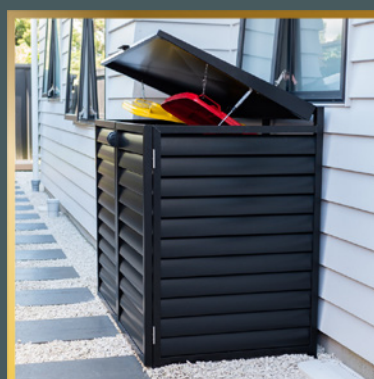


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Stemming the Tide of Rising Costs

In the current economic climate, it's no surprise that businesses are looking to pinch their pennies. New Zealand has officially been in a recession for a year now, having already weathered the Covid-borne downturn of 2020, the record-breaking inflation spike of late 2021, and the stagnation that has slowed consumer spending to a crawl ever since. In the face of a prolonged economic slump and the rising cost of everything from rents and mortgages to wages and insurance, how are businesses meant to survive?

Jared Wrennall of RBA Member Advanced for Ford & Holden & Tesla says that focusing on improvement has been crucial to keeping up with costs. The auto parts dismantler on Honan Place has encountered its share of challenges in recent years, from cost increases to lower profit margins and cash flow, and Jared says he's found the greatest relief by taking a good look inward at how the business can improve - and grow.

"We have had a strong focus on efficiencies, not just with our systems, but also with our team. Efficiencies allow tasks and jobs to be done in a more cost-effective manner, but focusing also on keeping really good staff when you find them has been key to our sustainability through a tight market."

This two-fold focus has led Jared and his team to implement practical solutions, like changing over their accounting software to one that streamlines several processes and consolidates roles within the business. "The use of AI and leading technologies can help reduce the time to get a task done. We recently shifted our accounting system to Xero, and that has helped us streamline our accounting and purchasing systems."

Investing in their team has been equally important. Jared says that upskilling their staff and training them in multiple areas of the business has created both a better overall understanding of the business within the team and a safety net for staff absences (i.e. one team member can fill in if another is away). "Ensuring you hold on to really good staff has been key. Find areas where you can consolidate general tasks, and do everything you can to hold on to good employees!"

RBA Member Jo Pilkington of First Scene Costume and Party Hire has also strategically tackled the economic challenges of late. Jo says that whereas business from her regular corporate and institution clients has remained steady, casual customers and walk-ins have dwindled, which directly impacts her team.

"As income has dropped, the first impact is always on staffing, as the normal staffing levels are no longer required due to less clients needing attention." One of her strategies has been to upskill her team in particular areas of the business, cutting out the need for external (read: costly) contractors. "Having quiet periods allows us the time to train staff in areas they might not normally work in."

Being open and honest with your team is key, she adds, noting that "no one has a crystal ball when it comes to a recession."

"It's difficult but necessary to have honest conversations with staff so they can plan for any impact a change of hours might have for them. Many businesses, including ours, shortened staff hours for many months and let part-timers and contractors go. It needs to be fair and open, as when business picks up, you will want those same people back on your team in the future."

Jo also points out that limited resources can also make it harder to maintain product quality or find the funds for more advertising and promotion to bring in new business. As a priority, she focuses on what she knows her clients want most. "Maintaining product



Jared Wrennall - Advanced for Ford & Holden & Tesla



Jo Pilkington - First Scene Costume and Party Hire

quality is challenging when resources are limited, so we focus on the products in higher demand, as we can guarantee return on investment.”

If the examples above don't seem applicable to your own business, not to worry. John Cleghorn, Managing Partner of Prime Strategies Group, says that many SME owners have more solutions up their sleeves than they realise.

Prime Strategies Group is a network of experienced business advisors who specialise in helping SMEs navigate both challenges and growth. John's team continues to witness the “huge” impact of the recession and rising costs, and when the going gets tough, he says it's common for owners to immediately prioritise higher sales or to assume they need to lay off staff. Instead, John advises that the first step should be examining your business in its current state and gathering the data you need to make decisions.

“Data is underutilised and underrecognised because of the immediate reaction of, ‘I need to make more sales, I need to get more business, I need to get out there and make more noise’ when in fact, you don't need to. Instead, you need to ask, ‘What's my current situation? And what can I do to make that situation better?’”

John says that knowing the data can help “shift the emotion to the side” and stamp down any panic that might arise when things seem dire. His recommendations include measuring the results of your efforts in marketing, discounting, customer relationships, customer satisfaction, and the productivity and effectiveness of staff members.



John Cleghorn

“If you don't measure your advertising, you won't know whether it works or not. Do you measure productivity? You might think Dave is your best salesman because he's nice and friendly to the customers, but he might be doing only four hours a day when everyone else is doing five or six.”

Cashflow - and invoicing - is another area where John advises paying close attention. “We have a lot of businesses struggling to pay their bills and pay suppliers, but when you look at how much is owed to them from their customers, you think, ‘Well, if we collected that, we could pay the suppliers.’”

John recommends consulting a professional if the task at hand seems too big. “The reality is that if you get a professional to help you, they're a good investment in your business - they'll make more for you than they cost.”

Above all, the prevailing sentiment for any business owner feeling the squeeze is that there is hope, and lots of avenues to try.

“While many companies survived Covid to be taken down by the recession,” says Jo, “there are still many small businesses hanging in there.”

John emphasises that business owners don't need to feel alone. Aside from bringing in expert help, “if you have a team, share these discussions with them. The more you share, the better, because then your team becomes a real team.”

Special thanks to Jared Wrennall, Jo Pilkington, and John Cleghorn. For more information about Prime Strategies Group, visit primestrategies.co.nz.

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Charlton

Bernard



Who killed Rosie Banks?

The sun was out as business teams gathered at the Riversdale Reserve for this year's Rosebank Business Challenge. The theme was 'Who killed Rosie Banks?', bringing a Cluedo-style twist, with the crime scene set in a local business.

Crime tape was rolled out as teams cracked hidden messages, listened for muffled sounds, and matched famous duos or foes. A game of charades led to a phone number revealing a crucial clue, while others were 'hidden in plain sight' or required matching tyre treads - proving attention to detail was key.

From decoding clues to creative challenges, every task kept teams engaged and entertained.

Pigtails had them using magnifying glasses, while a message written backwards in lipstick had sleuths reaching for mirrors. The grand reveal? Colonel Tyrell, in the Boardroom, with the Lead Pipe.

Congratulations to the 2025 champions - Molly Woppy Team CSI (Crumb Scene Investigators).

A huge thank you to our sponsors - Anglo Engineering, Autex, Blum, Bon Accord, DOPD, Holdson, Spark Business Hub Auckland West, Tyres 4U, and Westie Food Group - as well as our generous prize donors. Your support made this unforgettable day of fun and mystery possible!





Dynamic Lanes to Be Installed on Maioro Street



Dynamic lanes, such as those used on Whangaparāoa Rd, use the flush median to open up more lanes for traffic during peak hours.

Auckland Transport (AT) is set to commence work on a transformative project aimed at improving traffic flow and commuter efficiency on Maioro Street, one of the city's busiest arterial roads. The project, expected to conclude in July (subject to weather conditions), will introduce dynamic lanes to optimise traffic movement and enhance safety.

Dynamic lanes provide a flexible traffic management solution by adapting to peak travel times and shifting traffic demands. By dynamically adjusting lane configurations, AT can effectively manage congestion, enhance traffic flow, and improve overall road efficiency based on real-time needs. Dynamic lanes can also temporarily alter lane directions during periods of heavy congestion, ensuring more efficient traffic management. This innovative approach allows for optimal road usage without the need for costly expansions or widening.

Maioro Street serves as a critical connection for approximately 40,000 motorists daily, linking West Auckland to the Southwestern Motorway and Waterview Tunnel. The new dynamic lane system will adjust road capacity based on peak travel times. Between New Windsor Road and Richardson Road, the existing flush median will be removed to create a dedicated bus lane and two general traffic lanes heading into the city during peak morning hours (6:00 am - 10:00 am). Outside of these hours, the road will revert to two lanes in each direction, excluding the bus lane.

This change is expected to significantly reduce travel times for bus commuters while maintaining (or slightly improving) general traffic flow.

Instead of static, painted lines, LED lights embedded in the road surface will indicate lane configurations, complemented by overhead traffic-control signs guiding motorists on lane usage. Similar dynamic lane systems are already in operation on the Panmure Bridge, Auckland Harbour Bridge, Whangaparāoa Road, and Redoubt Road, proving to be a cost-effective alternative to road widening projects.

To enhance safety and efficiency, right turns in and out of Cordelia Place, Roseville Street, and Rosamund Avenue will be prohibited during peak hours to prevent the unsafe crossing of multiple traffic lanes. A raised T-junction at Maioro Street and New Windsor Road will also be installed, incorporating improved cycling facilities and upgraded pedestrian crossings.

Addressing pedestrian and resident concerns

A new signalled crossing will be installed between Rosamund Avenue and Roseville Street, operating only when activated by pedestrians. This aims to balance traffic efficiency with the needs of pedestrians and schoolchildren. New Windsor School Tumuaki/Principal Lisa Harland has expressed strong support for the improvements, highlighting the ongoing safety issues caused by speeding vehicles and frequent red-light violations. The raised

crossing is expected to encourage safer driving behaviour and increase pedestrian awareness.

Economic and transport benefits

AT has allocated \$6.7 million for the project, with an estimated return of \$22 million in transport efficiency and safety improvements. The dynamic lane system is modelled after the successful implementation on Whangaparāoa Road, which has demonstrated significant congestion relief.

Public consultation in 2022 yielded mixed responses, with 44.9% of participants supporting or strongly supporting the initiative, while 35.7% opposed it. A further 19.4% expressed partial support.

Local resident and taxi driver Atul Patel acknowledges the impact of the Waterview Tunnel on increased congestion in the area. While he is concerned about potential delays caused by the new intersection design and the challenges of accessing his Maioro Street property under the revised traffic flow, he also recognises the city's need for innovative transport solutions. Some residents have suggested alternatives like a flyover to separate local and motorway traffic, raising concerns about potential bottlenecks at the New Windsor end of Maioro Street.



An intelligent approach for Auckland's evolving transport needs

AT's Road Network Optimisation Manager Chris Martin emphasises that dynamic lanes are an intelligent approach to addressing congestion while maintaining safety and efficiency. The project is expected to save buses an average of four minutes and other vehicles two minutes during peak hours. By reallocating the median lane as a dynamic bus lane, public transport will benefit from enhanced reliability and efficiency while maintaining two lanes for general traffic in each direction.

To ease the transition, AT will implement a grace period where residents will receive warnings instead of fines for unintended bus lane violations. Furthermore, a comprehensive traffic management plan has been devised to mitigate disruptions during the construction phase.

As Auckland continues to evolve, adaptive traffic solutions such as dynamic lanes are essential in fostering a more efficient and commuter-friendly city. Business owners, residents, and commuters alike are encouraged to stay informed and provide feedback as the project progresses.

Member Profiles

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

Prime Strategies Group: For Us, It's Personal

Prime Strategies Group is a New Zealand-owned business management advisory firm that primarily assists SMEs in improving their performance. Advisor Thornton Dabb, an operations and risk management professional, has held senior management roles in the banking and financial services sectors and now contributes his expertise to Prime Strategies.

Thornton has extensive knowledge of credit and risk management, operational strategy, and change management, making him a valuable resource for businesses looking to enhance their financial health and operational efficiency. He is recognised for his collaborative approach, ability to build long-term relationships, and leadership in guiding teams through complex projects, offering practical solutions and maintaining accountability in achieving business objectives.

Thornton believes a business should align with and support its owner's personal vision and goals. He explains that improving business performance and enabling business owners to take control and improve their quality of life translates to increased income, greater business value, and more personal time.

Prime Strategies focuses on building open, trusted relationships, honest work, and genuine conversations to enable effective and timely business decisions. Meeting weekly with business owners in

person and offering an independent perspective can help develop and implement effective business strategies to achieve desired objectives. Their solutions offer significant value at a fraction of the cost you might expect.

Outside of work, Thornton is a sports enthusiast, particularly the Blues and golf. He and his wife, Maria, enjoy spending time with their family, travelling, and meeting new people. They support the children's charity Littlemore, which helps families access essential items for babies (littlemore.co.nz).

Arrange a chat with Thornton... you won't regret it.



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Connecting Communities Is the Heart of Air Chathams

Air Chathams was started by Craig Emeny in 1984. When offered a job as a pilot, Craig moved to the remote islands, over 800 km from mainland New Zealand, and operated services between Chatham Island and Pitt Island.

Kate de Lautour
The Icehouse

Launching the new airline provided a way to regularly connect the Chathams to the mainland, with initial flights transporting live crayfish to Gisborne and Hastings in a Cessna Skymaster. Fast forward 40 years, and son Duane is taking the controls. There are now nine aircraft in the fleet, including two 68-seater ATR 72 aircraft.

A pilot himself, Duane is passionate about the business, which prides itself on being an airline for the community. Air Chathams not only transports passengers and freight to and from the Chathams, but also connects Auckland passengers to regions no longer serviced by Air New Zealand, including Whanganui, Whakatāne, and the Kāpiti Coast. Charter flights are a key part of the business, too, taking corporate groups and tours around the country.

Kate de Lautour talked to Duane and began by asking him how the summer season was tracking.

The last few years have been a bit of a challenge for the team. A combination of reduced government and business travel, together with higher direct operating costs, have impacted the bottom line. We've seen a lift in November and December, however, and January is looking good. We are communicating our new lower-fare strategy through our database, and coupled with a lot of larger events in Auckland, we're seeing stronger passenger numbers. Our charter services are busy; we're flying sports teams and corporate groups around the country, right through to providing the artists' transport for big events like Rhythm and Vines in Gisborne.

We have a charter contract with an in-bound tour company, Tauck; those visitors generally get a bus straight to the plane, so it's a pretty cool experience for them.

You have 170 or so staff. Where are they based?

The Chathams makes up a third of our business revenue, but we only have 10 ground staff based on the island. The remainder are based predominately in Auckland, servicing the aircraft and managing the mainland services. The freight part of the business



Air Chathams Duane Emeny

is significant for the team, particularly supporting the export of high-value Chatham Islands' seafood: live crayfish, blue cod, kina, and pāua. We have a regular service taking supplies into the islands like medicines, mail, and essential supplies. The passenger flights run four to five times per week, connecting the Chatham Islands to Auckland, Wellington, and Christchurch.

You are being welcomed by communities on the mainland in Whanganui, Whakatāne, and on the Kāpiti Coast. How is that part of the business progressing?

The Whanganui-Auckland service is our strongest route of the three current locations and there is opportunity to increase the regional destinations. We have had to make some tough commercial decisions this year, including the move to stop the Norfolk Island route. The taxes were in excess of \$87.50 AUD per passenger, which was preventing us from being competitive. It was our only scheduled international service, so it was sad to pull the route, but it's taught us to stick to our knitting and sharpen our focus on being an excellent regional airline for New Zealand.

You've been on a journey with a group of successful NZ business owners on the Icehouse Owner Manager Programme. What have been the key advantages for you?

The power of the people and the connections in that group have been important for me. My role in the business is evolving, and I needed to identify where my focus should be and where I can continually develop and improve. Bouncing ideas off each other and building on those new ideas will have lasting positive impacts on our family business. The strength of the facilitators across all the blocks, but particularly finance and marketing, has allowed me to implement the learning back into the business. We have a small marketing team, so I've been able to get back into our office with fresh insights and ideas.



Chantal Laidler
Smith & Partners

Updated Lease available

The Law Association of New Zealand recently released the latest edition of their commonly used Deed of Lease for commercial premises and we outline some key changes to look out for, whether you are the Landlord or Tenant.

Rent Review Options

The new edition includes a new option of fixed rent adjustment dates, alongside the existing CPI rent review and market rent review. This option provides certainty for both parties compared to the irregularity which can arise from both market rent reviews and CPI increases. The fixed rent adjustment can be framed as either a percentage or a dollar amount increase.

New ratchet options have also been included in the First Schedule, which are relevant to CPI rent adjustments and market rent reviews. There are three options to choose from, briefly outlined below;

- (1) a soft ratchet which provides that the rent will not be less than the annual rent payable at the commencement date, unless the review is a renewal date in which case the annual rent will not be less than the rent payable at the start of the immediately preceding term of lease;
- (2) a hard ratchet which provides that the rent will not be less than the rent payable immediately prior to the relevant review; or
- (3) a softer ratchet which sets out that the annual rent payable will not be less than the rent payable at the commencement date of the initial lease.

There is also an option where caps on rent review, or specific amounts or percentages may be used.

Where no option is selected, the first soft ratchet option will be the default.

Renewal of Lease

The notice period now specifies that the Tenant must give the Landlord three (3) months notice where they wish to exercise a right of renewal, unless a different notice period is specified in the first schedule.

Outgoings

The new edition widens the parameters of what Landlord's may charge, but also sets out that capital costs are not chargeable to the Tenant. This provides greater transparency and sets out clearer expectations for both parties.

The Second Schedule now requires the Landlord to provide budgeted outgoings to the Tenant every year for the following year (or as otherwise specified in writing).

Bank Guarantees and Rental Bonds

There is now specific drafting for bank guarantees and rental bonds (giving security to the Landlord that rent obligations can be met).

The Bank Guarantee or Rental Bond amounts will specify a dollar amount or a number of month's rental – and provide more certainty for both parties that the terms are well drafted and reasonable.

Seismic Rating

A seismic rating clause has now been included, with an option to specify the seismic strength rating of the building. Tenants should ask their Landlord whether they have had an assessment on the building, and if so, request a copy of the report.

Health and Safety

Under the Health and Safety at Work Act 2015, both the Landlord and Tenant are defined as PCBU's (person conducting a business or undertaking) and therefore have an overarching duty for people's health and safety. The Landlord and Tenant must work together to provide an environment where risks are identified and eliminated, where possible. The requirement to co-operate and co-ordinate activities with other PCBU's is legislated in section 34 of the Act, and those who fail to comply with this obligation may face a fine.

Overall, there are many new provisions which both Landlord's and Tenant's need to ensure they understand before entering into a Deed of Lease using the new edition. Talk to Chantal Laidler at Smith and Partners to ensure that your intentions are met at the outset of your Landlord-Tenant relationship.



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Taking a Proactive Approach to Absenteeism

Summer festival sickies, or a more sensitive subject? Absenteeism takes many shapes, and it can be a significant productivity issue. For small business owners, the impacts are felt deeply, as they often have smaller teams and fewer resources to absorb disruptions.

Mauro Barsi
EMA Head of Legal

A single employee's unexpected absence can trigger a domino effect that affects not just operations but the financial health and morale of the entire organisation. While absenteeism is a common issue in workplaces of all sizes, its consequences are more acute for small businesses, where every team member plays a pivotal role in keeping things running smoothly.

At the EMA, our member AdviceLine fields numerous calls from SMEs on the issue, so we know what a problem it can be. We supply step-by-step guides and specialist legal consultation for tricky cases.

The impact of absenteeism on a small business is more than just a missing person on the tools. It's about the ripple effect that causes an imbalance in workload, increases the risk of errors, and leads to potential revenue loss.

Imagine you're gearing up for a busy day, perhaps in an important new contract, and one of your key employees calls in sick. The void created by their absence can create a chain reaction: someone else must pick up the slack, tasks get delayed, and your team's productivity is compromised. This can lead to frustration among employees who feel the pressure, while managers are left scrambling to make up for lost time.

But absenteeism doesn't only impact productivity; it also strains the budget. Small businesses often operate on tight margins, and unplanned absences can result in costly temporary replacements or overtime pay for other staff.

The underlying causes of absenteeism are varied. Health issues, family obligations, burnout, medication side effects, or even a lack of engagement with the job can contribute to an employee's decision to stay home. In some cases, absenteeism might be the result of underlying workplace issues such as poor management, conflicts with colleagues, or an unreasonably heavy workload. Recognising these factors and addressing them is crucial for small business owners who want to build a resilient workforce and minimise disruptions.

So what can small business owners do to address absenteeism and minimise its negative impact? Proactive strategies are key. One of the most effective ways to combat absenteeism is by cultivating a culture of wellness within the workplace. Wellness programmes that focus on employee health — whether physical,

mental, or emotional — can help reduce the frequency of sick days.

Additionally, small business owners should consider offering flexible working arrangements. Life happens, and sometimes an employee needs time off for personal reasons, such as attending to a sick family member or managing their mental health. This kind of support not only reduces the likelihood of unplanned absenteeism, but also demonstrates a commitment to employee wellbeing, which can foster loyalty and improve morale.

Another solution is medication education. Some employees may not fully understand the side effects of the medications they are taking and how those can impact their ability to perform at work. By educating employees about the potential effects of medications and encouraging open communication, business owners can help employees make informed decisions that reduce absenteeism.

Mental health is another crucial area that deserves attention. The stigma surrounding mental health issues in the workplace is slowly diminishing, but there is still much work to be done. Providing mental health resources, such as stress management workshops, can support employees who may be struggling. By creating an environment where employees feel comfortable seeking help, business owners can address issues like burnout before they result in longer periods of absenteeism.

For businesses struggling to keep track of absenteeism, the solution may lie in creating clear policies and using tools that help monitor attendance. Regularly reviewing attendance records can help identify patterns or trends in absenteeism, making it easier to address underlying causes before they escalate. If absenteeism becomes a chronic issue, business owners should work with employees to develop a clear plan for improvement, which may include setting attendance expectations or offering additional support where needed.

In some cases, absenteeism can be more difficult to manage, especially if it is a recurring issue with a single employee. In such cases, employers may need to have more direct conversations with the employee to understand the root cause of their absences and assess whether adjustments can be made to support their attendance. Offering reasonable accommodations, such as adjusting work schedules or providing temporary duties, may help employees continue to perform their jobs while dealing with personal challenges.

When absenteeism becomes a pattern, however, and it significantly disrupts the business, employers need to take a more structured approach. This may include initiating an absenteeism management programme where a series of formal steps are taken to address the issue, such as offering warnings or even terminating employment if there is no improvement. The key is to ensure that any actions taken are fair, reasonable, and in line with legal obligations.

If you want to find out more about joining the EMA, call 0800 300 362 or email ruth.boyes@ema.co.nz.

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