Taking the Chair

Michelle Maitland
New head of RBA Board
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Another year on and the 2015 AGM has come and gone as we welcome our new executive board as listed on page 9. Election of RBA board members is today not a simple case of looking after “the grey-haired brigade,” it requires the CEO to be resourceful in orchestrating the selection process to ensure the balance of gender (this year saw three women standing) and that the mix of personnel, size and business scope are balanced and should provide the RBA with the business experience and governance nous it requires.

It is important to note that it is not the board or its chair who do the managing per se, but rather see that the correct management processes are in place. To help facilitate this, monthly management meetings comprising the chair, treasurer and CEO are held covering off all major financial, marketing, sales, HR and event-related activities. Adjacent to this, Dr Grant Hewison, with a PHD in Local Government, acts as a board observer in the first instance but also publishes a monthly report on key Auckland Council operational and planning activities on our behalf.

We thank all our board members, including Patron Craig Bodmin, who have contributed much-appreciated time and invaluable experience - your service to the community is recorded herewith and greatly appreciated. Also, the involvement at executive meetings of the Whau Ward representative, Ruby Manukia-Schaumkel has been insightful and it is most encouraging to experience this at board level.

We sincerely thank Richard Foulkes, who stood down at this election, for his very committed six year term on the board.

And after more than 10 years, treasurer, Geof Nightingale also retired at this AGM. Whilst almost painfully precise in ensuring that governance issues were correct, he has been a wonderful financial controller with an expert eye for the balance sheet. The RBA has been extremely well served by this man.

Bob Mackie has also stood down as chair after four outstanding years at the helm. Thankfully he will not be entirely lost to us as he has agreed to remain a board member. He has also accepted the role of chair of the Pathways to the Future Trust.

I must confess that when we commenced, our association had little knowledge or expectation of how we would succeed and in what manner - our balance sheet in 2003 was a miserly $34,000, so yes we have made progress! To hear American Chamber of Commerce executive director, Mike Hearn, recently state that Rosebank is “the most proactive Business Association in Auckland” was indeed gratifying. But our eyes remain set on the future!

Cheers, Mike Gibson.
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EDITORIAL ENQUIRIES:
Cynthia Crosse, Marketing Manager
Mobile: 027 403 0982
E: cynthia@rosebankbusiness.co.nz

ADVERTISING ENQUIRIES:
Phil Clode, Sales Manager
Mobile: 027 448 7099
E: phil@rosebankbusiness.co.nz

ROSEBANK BUSINESS ASSOCIATION
Unit C, level 1/485 Rosebank Rd,
Rosebank, PO Box 151190,
New Lynn, 0640, Auckland
Phone: 09 820 0551, Fax: 09 820 1890

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The Great RBA
Christmas Party 2015

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ROSEBANK NEWS

September RBA Hosting sponsored by Blum

Unitec Enterprise Challenge 2015

The Unitec Enterprise Challenge team took the opportunity to present its 2015 awards at the RBA’s Hosting event in September. RBA is a proud sponsor of this programme which helps students create, incubate and transform potential ideas into commercial opportunities.

Five of the six impressive young finalists took 30 seconds each to deliver their business pitches, each one of them impressive in their creativity, vision and delivery.

After pitching their ideas to a panel of entrepreneurial judges, six finalists were chosen:

- Victor Li: Rainbow Tour NZ
- Marco Van Der Merwe & Jared Tuitama: Stuck on Success
- Elizabeth Maeva: QueCutz
- Sonali Kavale-Lanjekar: Emerging Leaders
- Eric Wichman-Ngau: Dokeam Wichman

And the winner was Elizabeth Maeva with her mobile hair cutting service, QueCutz.

Victor Li who has already attracted international investors with his Rainbow Tour NZ, was the Runner-up.

Jared Tuitama and Marco Van Der Merwe - Stuck on Success

Rita Wei: Ritaste-GT with a ginger marmalade recipe from her Chinese grandmother
Youth Connections - clear benefits for employees

After gathering young people, education providers and business owners together for a discussion of needs around entry level employment in September, the Youth Connections Whau Ward team presses on in developing identifiable benefits of the programme for Rosebank employers.

The Youth Connections programme aims to guide the transition of school or education leavers into meaningful entry level employment by educating both young people and employers around their joint needs. Local human resources expert and RBA board member, Jason Ennor of MyHR, has been engaged by the Youth Connections Trust to develop the resources for businesses.

1. Screening
The first part of Jason’s role is to screen the young people presented by education providers, career counsellors and government agencies to identify those who are “first and foremost … willing!” “The classic story you hear,” he says “is of kids turning up for interviews because ‘they’ve been told to!’”

Similarly, the programme identifies employers who are employment ready, rather than wasting resources on a blanket approach. The young people will be matched to the employers who will be presented with a shortlist of two or three candidates.

2. Interview support
A workshop will be held to guide employers through the interview process, providing an application form, an interview format, and a list of questions. “That’s important,” says Jason, “because when young people haven’t had a job before, the employer struggles to know how to interview them. You can’t ask standard questions like, ‘tell me what you liked about your last job,’ or ‘give me an example of when you’ve done this ….’”

More often than not, a young interviewee will be nervous and quiet and employers will fill the gap by talking about themselves or the company, then walk away from the interview none-the-wiser. We will provide questions to get the person talking, so you can gauge if they have the attributes you’re looking for.

3. Employment agreement
Once you have made your decision, Jason will provide you with a robust, bespoke employment agreement.

“Importantly,” he says, “that means that the trial period is valid which gives the employer a further sense of security.”

4. Induction
Training on the induction process will also be provided.

“An induction plan should be designed to help the new person into the job,” says Jason, “including use of a buddy system. If you’re dealing with a first time employee, there’s things they won’t know about how the workplace functions.”

Jason provides an example … “There was a young man in a new role who paid a visit to the bathroom,” he says. “On his return, some co-workers (who were, unbeknownst to him, on a formal break), called him over for a cigarette and to say hello. When he hadn’t returned some 20 minutes later from the toilet break, his employer didn’t take kindly to his being found outside with the others. From his point of view, however, he thought he was doing the right thing in trying to fit in and followed the lead of older staff; he didn’t realise they were on a different shift that allowed them to take a break at that time.”

The Youth Connections programme will run two sets of workshops and begin interviews in November. There are already 14 employers committed to the programme across a diverse range of entry level positions and it’s not too late for other companies to jump on board this pilot project if planning to employ in the near future.

Otherwise, if you’d just like to give back to the community, please consider donating your time to participate in mock interviews for the young people’s workshops.

Jason welcomes enquiries - 0800 MYHR NZ (69 47 69), jason@myhr.co.nz; or call programme manager, Tracy Watts, on tracy@tracyelwin.com, mb 021 243 4701.

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ISSUE 109
Michelle Maitland was elected Chair of the Rosebank Business Association at the AGM in October after having already sat on the Executive Board for the past 4 years.

Michelle is owner and director of George Walker’s Office Furniture, a company she bought over a decade ago, and which has changed face and now operates a retail store specialising in ex-corporate office furniture.

“I don’t mind telling you, the company was not in a good state of health when I bought it. And as a solo mum, I worked weekend market stalls to help make ends meet – the sort of story that is, sadly, not unusual in our business community. The turnaround came when I started focusing on where I had personal strengths and was willing to ask for help in areas where I had previously been struggling. I learnt that I didn’t have to be an expert in everything. It came with an inner shift that allowed me to be firm about the decision. All these years later, I’m proud and grateful to now be running a successful company.”

“At George Walkers we quickly found a space for selling high quality office furniture at a fraction of the price. We get to help entrepreneurs grow their businesses, just like the help I got when I first started out.”

Michelle is also an auctioneer of some 20 years and devotes considerable time to running charity auctions.

“My family came to New Zealand from Wales when I was young, and we had nothing; and it’s coming from nothing that motivates me to this day.”

“My father would take us to auctions, and I quickly associated auctions with being able to have stuff, things that we couldn’t otherwise afford and it took the pressure away. I specifically remember the day I looked at the auctioneer and decided I wanted to do that too - I wanted to be ‘Santa Claus’ and give things to people.”

The road to becoming an auctioneer, a male dominated profession, was not straightforward for Michelle.

“It was intimidating,” she recalls, “because I grew up in an environment where I was bullied by males so, in some respects, it’s no surprise I came back fighting with a ‘yes I can!’ attitude. In hindsight, I am grateful for things that shaped me in my early life; I’m now on the Executive of the Auctioneers Association of New Zealand, the only woman to have been on that board, and about to take the role of chair on that board too!”

So, why also the role of Chair for the RBA?

“I’ve given a lot of thought to the strengths I bring to this role,” she says. “I am a great listener and mediator, and speak quite plainly to people - so I look forward to promoting the RBA, as I think perhaps there’s still some ambiguity about what it is that we do.”

“Primarily,” she says, “it’s an opportunity to see the RBA through fresh eyes, and for a fresh start of sorts.”
At the 2015 AGM this month, the following team was elected as the new RBA executive.

RBA CEO, Mike Gibson, sincerely thanked outgoing RBA Board members - Treasurer of over 10 years, Geof Nightingale, on his retirement from the role; Richard Foulkes for his very committed six year term on the board; Garth Lecky who stepped down earlier this year and retiring Chair, Bob Mackie, after a stand out four years at the helm.

We wish our new RBA Board a most worthwhile, effective and enjoyable term.
Economic Development on the menu at SPARK CEO Luncheon

Rosebank business leaders enjoyed the company, in October, of the Minister for Economic Development, Steven Joyce at a CEO Luncheon event held by the RBA. With TPPA negotiations having concluded that same week, Joyce took the opportunity to boast the current economic strengths of the country, along with the National Party’s vision for the future - “we want to be one of, if not the most, prosperous small countries in the world in 10 or 15 years time, he said.”

Convinced the TPPA has a “massively important” role to play, he identified four determinants to this success:

1. To be open and engaged with the world
2. To be bullish about attracting more investment.
3. To be innovative, and
4. To have a skill base that competes with the rest of the world.

A personable speaker, Joyce also endeavoured to speak individually to most people in the room outside of his speech. He acknowledged the importance for government to keep a sense of the difficulties of running a business and recounted his own early commercial success which saw him morph his radio station, Energy FM, into listed public company RadioWorks purchased by Canadian company Canwest in 2000. Along the way he developed nationwide music brands, The Edge and The Rock.

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Breakout Wednesday
Women in Business Group

Breakout Wednesday can now boast that it has regular attendance of 20 plus ladies. The meetings are lively and informative and if you are new to the area, it’s a great way to meet some new people in a friendly, welcoming atmosphere. There is no annual subscription but a $10 refreshment fee applies.

If you are interested in coming along, or scheduling a meeting at your place of business, please email sally@breakoutwednesday.co.nz or call 021 827090 for more information.

Next Meeting: 4 November 2015, 5.00 - 7.00 pm.
Venue: George Walkers Office Furniture, 318 Rosebank Road, Avondale

Causeway reminder

The Causeway Alliance is on track for the Rosebank Road citybound on-ramp diversion to end at the completion of the 4 week period being the end of October. Reportedly, the traffic has flowed well during the diversion.

Jansen farewell iconic founder

Founder of Rosebank business, Jansen Professional Audio & Lighting, Bruce Eady passed away in September aged 90, following the death of his beloved wife, Joan just a week earlier.

Eady’s musical family included grandfather Lewis Eady who had the original music business on Queen Street for decades; 131 years on, the store can now be found in Remuera. Lewis’ brother formed Sydney Eady’s also on Queen Street. Bruce worked in Sydney Eady’s while forming the Jansen company which went on to manufacture Jansen guitars and amplifiers.

The “Jansen Guitar Company” was the first manufacturer of electric guitars in New Zealand and the Jansen Invader electric guitar made in New Zealand would become a legend. New Zealand’s answer to the Fender Stratocaster from 1964-1979, the Invader (named after pop group of the day, Ray Columbus and the Invaders) even outsold the American Stratocaster to become the biggest selling guitar in New Zealand with 50 guitars being created each month. Any Kiwi musician worth their salt, owned a Jansen Invader; they are now highly sought collectors’ items around the world.

The Eady legacy continues with Bruce’s son, Brent, still working in the Rosebank-based Jansen Professional Audio & Lighting which he purchased 20 years ago.

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92 Eastdale Road, Rosebank alongside Eastdale Reserve
Please RSVP to briar@rosebankbusiness.co.nz

ROSEBANK NEWS

ROSEBANK BUSINESS ASSOCIATION
Established 2002, the Rosebank Business Association (RBA) provides concrete opportunities to boost local business. To discover the benefits of RBA membership, phone us for a ratecard:
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Rosebank Business Association
Phone 820 0551, M 027 448 7009
email phil@rosebankbusiness.co.nz

Join now!
With a gift store offering a range of stunning bouquets, exciting gift baskets, and luxury gifts in all shapes and prices, it doesn't take much to choose just the right gift to make someone feel really special.

Having recently relocated to 653 Rosebank Road with a team of seven qualified florists, Best Blooms makes it easy for you to shop by phone, online or in store. In fact, floral sales are enjoying a growth trend worldwide and most of the traffic through this store is online with www.bestblooms.co.nz having satisfied 30,000 online customers.

You may recognise Best Blooms from its long term sponsorship of the weekly “Thanks a Bunch” segment in the Western Leader to which it has contributed over 300 bouquets. It has also been a winner and received accolades over numerous years in the Best Gift Shop category of the “Auckland Top Shop Awards.”

After nine years, the company’s growth necessitated a move to bigger premises - the Rosebank Road shop providing that and more with plenty of drive-in parking and a great location for flower deliveries around Auckland. It is also right opposite Kreem Café – so just a hop, skip and jump for a bit of lunchtime shopping.

It has contributed over 300 bouquets. It has also been a winner and received accolades over numerous years in the Best Gift Shop category of the “Auckland Top Shop Awards.”

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Owners Jo-Ann Moss and Philip Selwyn, are excited to be part of this thriving wee community. They welcome you to drop in and say “Hi!”

Best Blooms

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Use the “Roundabout” code and get $10 off orders over $60 when buying online, by phone or in store.

Valid until 30 November 2015. Not valid for national or international orders sorry.

Company Gifts

Need to send flowers?

Whether you need flowers or a gift basket to impress a client, floral designs for your reception or boardroom, something thoughtful to acknowledge your valued staff or key suppliers, we can take care of it for you. Invoice and Credit Card payments.
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Take her day and pick up a bunch on the way home! Hours if you’re going to a dinner party after work or to kick weekend. Bouquets ready-to-go starting from $15; we something while you wait if you order in advance we a beautiful bouquet ready to pick up.

Lunchtime Shopping

Find the perfect gift in your lunch break

Need a small birthday gift, a present for a girlfriend, or just fancy having a browse? Peruse our range of Scully’s products, candles, diffusers, vases, pots and plants, delicious chocolate treats, cute affirmation books, and pretty wee posies ready-to-go. Our gifts start from $4.90. Drive in and have a look - we carry much more than just flowers!

Hampers & Gift Baskets

View our selection ready-to-go or online at www.bestblooms.co.nz/gifts/Gift_Baskets - choose from a range of gift baskets or select a bespoke order just for you - try something in your corporate colours! Call for a quote for client or staff gifts at Christmas, or come in and talk to us, we have loads of ideas to create a perfect design to represent your company, impress your clients, staff and colleagues.

Christmas Gifts

Avoid the Christmas rush. Select now for your end of year gifts to thank clients, colleagues and staff - from poinsettia plants, peace lilies, gift baskets and festive bouquets and table arrangements. We can help you out with Secret Santa gifts too!
NEW MEMBERS

Take a corporate challenge

Les Mills New Lynn, is constantly seeking ways to support the community and get West Auckland healthy and active. With this in mind it has created a “21 Day Corporate Challenge,” to promote wellness, success and profitability in the business community by fostering employee health.

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- RPM classes
- A women’s only gym
- A cardio theatre
- Saunas
- An Early Childhood Centre
- And loads of Parking

Most importantly, it offers all the support and encouragement members need to meet individual fitness goals.

Les Mills is committed to improving, health and well-being in the community. For your free trial or details of the corporate Challenge, contact Rose Wharepapa on ph 826 3735 or email rose.wharepapa@lesmills.co.nz.

Advantage Business

Building better businesses for more than 16 years

Established in 1998, new Associate RBA member, Advantage Business is one of the largest, non-franchised business advisory groups in New Zealand.

The team at Advantage believe in stimulating and inspiring business leaders to become the best they can be. Its advisors and analysts are dedicated to adding significant value to businesses with strong emphasis on growth, efficiency and sustainable competitive advantage. Your business is taken through a discovery process – applying proven benchmarking tools and various assessments, the team can help you fully understand the unique challenges and opportunities that you face.

With an in-depth understanding of today’s business landscape and its operating dynamics, Advantage Business invests significant time and effort in developing a deep understanding of their clients’ needs.

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The senior team at Advantage
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For more information visit www.dunlopflooring.co.nz.

Sharper Cleaning and Sharper Cut Lawns

A new Associate member of the RBA, Sharper Cleaning Ltd carries out Commercial Cleaning throughout Auckland. Services provided include:

general office, factory and industrial cleaning, window washing, carpet shampooing and vinyl floor maintenance. In addition, the company offers general property maintenance for both commercial and residential properties. This covers such things as handyman work, water blasting, building and house cleaning as well as gutter cleaning.

Office maintenance can be on a regular basis to suit your needs or can be as a one off. Enjoy a spring clean from guaranteed experienced and professional cleaners. Call now for a quote: ph 0800 111 178 or visit - www.sharper.co.nz.

The company has a related business - Sharper Cut Lawns, which for both residential and commercial lawn maintenance throughout Central and West Auckland. This business also does tree and hedge work and gardening.

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Jag Security – for fast security!

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Love your local environment

The new Blum building at 621 Rosebank Road is a stellar example of a company committed to minimising its impact on the local environment. Gilbert Brakey and WRCT Trustee and ex-RBA president, Jack Weir, met with General Manager, Michael Hawkins to look over the property. At its own cost, Blum maintains a native environment on the council land it backs onto. Its company-wide commitment to environmental sustainability is impressive.

Does “social and environmental responsibility” sound like, well … just more responsibility to you?! If so, here are some easy ways your business can make a really tangible contribution with little effort.

The Whau River Catchment Trust (WRCT) is an umbrella organisation that looks after the Whau River catchment, aka, the peninsula on which your local business is perched. With the help of the WRCT, local businesses are taking to reserves and to their own properties to find ways to protect and enhance it.

Chair and manager of the Trust, Gilbert Brakey, says he is thrilled to see businesses such as Mulcahy Engineering engaging staff in clean ups, weeding, mulching and planting projects that not only beautify the environment in which they work; but help sustain local biodiversity.

Just what does it mean to “sustain the local biodiversity?”

“One thing we can do is to attract native birds back into the area by creating green corridors between the Waitakere Ranges and the Hauraki Gulf,” says Gilbert, “once they discover that there is food in the area.”

And who doesn’t love the sound of native bird song on a warm summer day?

To maintain our precious native environment here’s an initial checklist for your company:

**Rodent Control**
Most businesses are engaging in rodent control programmes which is a big help to local flora and fauna which can be decimated by our rats and mice. Birds and native insects are eaten as are seeds that drop from native plants preventing regeneration. Vigorous rat control is a big tick!

A word of advice, rats get smart and after some time start avoiding areas where there are traps. Consider moving them around from time to time!

**Don’t Feed Cats**
More than just a few companies are feeding semi-wild moggies; sometimes with the reasoning that they keep the rat population down. Unfortunately, that’s not all they kill. Much as you may love your domesticated kitties, they were created to be killers and are not conducive to native bio-diversity. If you like having a cat around, you might like to consider having it de-sexed to prevent any further breeding.

**Keep Lids Closed**
Possums like to nest in your warm building roofs, but many businesses are also inadvertently feeding them. Rubbish lids are either left open or become too full to close. Rodents can get in and, along with other scraps, become feeding grounds for both possums and cats. Not only that, but Gilbert reports, the WRCT is forever having to clean up rubbish that flies out and finds its way down to the estuary.

“Plastics are the worst thing,” says Gilbert. “Plastic bottle tops and bottles get caught in the storm water and are discharged straight out into the waterway, and that’s a major problem. It’s just as well the mangroves are there to catch a lot of it, or the swimmers at Mission Bay wouldn’t be too happy!” Even

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so, the WRCT does regular clean ups, at no cost us, trawling through the mud to collect displaced trash from our businesses.

**Storm Water & Landslips**

While council regulations are now insisting on proper filtering systems and disposal of storm water, those businesses that do not fall under such regulations should nevertheless pay attention to what they allow to enter the stormwater system which may flow untreated directly into our waterways.

To utilise every inch of valuable land, businesses have been tempted to build out to the very edge of banks or council-owned esplanade reserves alongside council walkways. However some businesses are paying heavily due to landslips caused by broken storm water pipes. In one particular case, the landslip is such that it will require a retaining wall to be built retrospectively at an estimated cost of over $1m.

The WRCT is happy to support businesses with planting programmes that will help steady banks, but Gilbert also warns owners to be aware of the serious implications of extending development towards the river banks and coastal edge without considering the wider impacts.

“People just don’t seem to understand the significance of getting rid of the stormwater,” says Gilbert. “With commercial properties being covered in seal, there’s no opportunity for it to be absorbed into the ground naturally. Much of the peninsula is sitting on a clay base, so when the water gets into the top soil, it just slips off!” The message is - don’t push so closely to the edge to utilise that extra little bit of ground.

Native Plants

Consider planting natives on your property as an additional stormwater filter and to encourage biodiversity, as well as creating a pleasant working environment for staff. It costs relatively little for a qualified contractor to maintain such land.

Contaminants

Remove garden waste by composting green material or chipping branches. Do not dump garden waste on reserve land as this is often how weeds are spread to new locations.

Rain water will wash seemingly innocuous contaminants such as vehicle oil on driveways straight into our harbour. Similarly, if the oil gets into the ground, it will leech its way through to the lowest point, which is also out waterways.

If you are concerned about contaminants on your property, the WRCT is developing a Corporate Conservation Programme that will guide you through the best steps to take. Dealing with Council can be a drawn out process, but with its existing relationships with Council, the WRCT can be an excellent first point of call.

The Whau River Catchment Trust is working hard with a team of over 450+ volunteers to keep our local waterways clean and healthy. But working on the perimeter of the peninsula, it needs our help to ensure best practice across the peninsula.

Soon, the WRCT will propose the entire peninsula to be a predator-free zone and at that time we can enjoy a collective movement towards helping our local biodiversity. The WRCT welcomes involvement from companies and their staff in their outdoor programmes, but there are other ways corporates can help, for example with marketing expertise in designing and marketing its corporate conservation programme.

For all such queries, give Gilbert Brakey a call at The Whau River Catchment Trust, ph 827 3374 (www.whauriver.org.nz).
DQ Company flies, under the radar

DQ is a wholesale company distributing its own line of products into souvenir stores, gift stores, duty-free stores and pharmacies. While nationally it has enjoyed annual growth of over 30 percent for the past few years, New Zealand is a small part of DQ’s market being positioned in 13 Asia/Pacific countries including Australia where the DQ brand is well known in travel outlets.

The company’s Japanese partners were excited enough about the product lines (designed by a knock out creative team in Rosebank Road and manufactured in China), to open a retail store on the company’s behalf last year, and it is tracking well.

“We are excited about the success of the store,” says DQ creator, the effulgent, Jenny Chan, “but it is just the beginning of a broader retail chain that we are currently still in the concept stage of developing.”

“We are pretty well known in the souvenir markets but what excites us more is the new direction we’re taking our brand in. We see a big gap for what we want to do later on, but it’s still a work in progress and there’s a long way to go.”

While Chan is reserved about the company’s new direction, which is anticipated to still be two years away from launching, she is infectious about it off the record. In fact, she has such a considered marketing approach...

Everyone can benefit from the PowerPass card

Since opening just a few short months ago, Bunnings Trade at 494a Rosebank Road Avondale has enjoyed a considerable amount of custom, not only from local tradespeople but from businesses and employees in Rosebank, and now there’s a way to make dealing with Bunnings even easier introducing the Commercial PowerPass card!

PowerPass is a way to reward Bunnings buyers with discounts across thousands of trade products

1. Cash accounts are available for everyone including the independent handyman or woman - simply bring in your IRD no. or GST no. to apply.
2. If you’d prefer a monthly business account - including small businesses, sole traders, and family trusts - a credit limit will be set to suit your business.
3. And if you’re a tradie - enjoy great trade prices and other great offers, a choice of multiple cards on one account, and easy online account access.

The Powerpass Card is designed so that everyone can benefit from shopping at Bunnings. It takes 10 minutes to complete over the counter with one of the Trade Desk Team or register online to suit at www.bunningspowerpass.co.nz.
to the company’s future, which she makes seem effortless, that it is hard to believe Chan has not come from a corporate marketing background. “It’s the Kiwi spirit,” she claims. “We just rock in and do what needs to be done, and ensure we’re having fun along the way.”

Talking with Chan, one can’t help but feel that DQ Company is unstoppable, and that you want to jump on board the ride!

**How to answer the phone**

After yet another week of disappointing interactions across the wire, it behoves me to remind readers of the old fashioned technique of good phone etiquette.

“Could I speak to Brian, please?” I asked. “Who?” came the voice. “Brian.” “Who?” came the voice louder. “Brian X, the owner of the company.” “No sorry, we don’t have a Briar, but we have a Brian.” “Great,” I replied, “could I please speak to him?” “No, he’s not here. Can you call back?”

I trust you can guess that the answer to this question was a firm, “no.” When I’m in a better mood, I might follow up such a question with “Can you please take a message?” but typically, at this point, I’ve got an idea of the sort of service I can expect thereon in. “Can - you - call - back?” are four words that will never be uttered by companies that value your custom.

I hate to think that business owners, who by’n’large work tirelessly to attract customers, might have their work undermined by the poor phone etiquette of their staff. If you’re unsure how your team are answering the phone - try a mystery call today!

Cynthia Crosse, RBA Marketing Manager

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The network for doing business
Squeeze on Industrial Space encourages expansion

Ian Little BSc (Hons)  M.R.I.C.S
Manager Property Research Division

Bayleys commercial property update

Vacancy rates across Auckland’s leading industrial precincts are lower than at any time in the last 20 years, forcing up rental and land values and strengthening the argument for the release of more industrially zoned land around Auckland’s periphery.

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Vacancy (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany Basin</td>
<td>2.7%</td>
</tr>
<tr>
<td>Rosebank Road</td>
<td>1.7%</td>
</tr>
<tr>
<td>Penrose</td>
<td>1.8%</td>
</tr>
<tr>
<td>Mt Wellington</td>
<td>4.5%</td>
</tr>
<tr>
<td>East Tamaki</td>
<td>3.9%</td>
</tr>
<tr>
<td>Airport Corridor</td>
<td>3.1%</td>
</tr>
<tr>
<td>Wiri</td>
<td>6.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.6%</strong></td>
</tr>
</tbody>
</table>

In its last vacancies survey, Bayleys Research found vacancy across all precincts which it monitors to average just 3.6%. Agency reports strongly suggest that these conditions have tightened further since then.

While consent data issued by Statistics New Zealand shows that development of industrial space is increasing, developers are hampered by a lack of land. There is very little land available within established precincts and this scarcity has driven up land values to a level whereby industrial development is increasingly unviable.

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The Rosebank Road precinct offers a good example of prevailing trends. At the time of the last Bayleys Research survey, the vacancy rate was the lowest of all precincts surveyed at just 1.7%. Although, as one of the smaller precincts, the vacancy rate can be volatile given the impact of a small number of vacancies or new leases, this was the second year in a row that the vacancy has stood below 2%. Land values have increased to between $400 and $500 per M² making industrial development all but financially unviable.

There is no doubt that new industrial precincts will emerge over the short term future with land being opened up to the north, west and south of the region. To the west of Auckland the Westgate area is experiencing significant growth both in terms of population and business. Stride (DNZ) has opened its new regional mall while industrial expansion is underway at locations such as Northside Drive, Westgate which is being developed by The Neil Group.

Significant investment in the region’s roading infrastructure is being made to support this growth. Of particular significance to the west of the region is the Waterview tunnel which will complete the Western Ring Route. This will greatly enhance the connectivity of the Rosebank precinct with the new growth areas to the North West. The Western Ring Route will also connect with the Southern corridor which is also being upgraded.

The current tight market conditions have been good news for investors according to the latest index figures released by MSCI. Increasing rents and a tightening of yields have seen total returns generated by East Tamaki located industrial property reaching 12.7% including capital growth of 4.8% in the year to June.
Alcohol Bans over roads in Rosebank retained and extended

Dr Grant Hewison
Director, Grant Hewison & Associates
RBA Board Observer

Liquor bans have been a very effective and publicly accepted way of helping to reduce alcohol related harm. They were applied by the Auckland City Council to a number of streets and reserves in the Rosebank industrial area following enactment of the Local Government Act 2002. They have limited the amount of alcohol consumed in public places in the area. They have helped reduce harm including levels of intoxication, noise, litter and disorder.

Prior to the liquor bans being put in place, the Rosebank area had higher levels of crime and disorder caused or made worse by the consumption of alcohol in public places. Of particular concern were boy racer illegal street activities fuelled by alcohol across the area.

There were a number of reports made to the Auckland City Council concerning boy racer illegal street activities and alcohol misuse in the area from the early to mid-late 2000s. There were also media articles about these activities and the bylaws used to reduce it at the time.

The Rosebank Business Association made submissions to the Whau Local Board during the recent review of the alcohol ban areas. The submissions argued that there was evidence that the Rosebank industrial area had experienced levels of crime or disorder caused or made worse by alcohol consumption. The RBA submitted that the liquor bans over all roads in the Rosebank industrial area should be retained and extended to include Jomac Place.

I am happy to report, the RBA was successful in these submissions.

Whau Local Board - Alcohol Bans

Beyond the Rosebank industrial area, the Whau Local Board has retained the following alcohol bans.
Over the years it has become more widespread for employers to use video surveillance in the workplace.

There are two kinds of video surveillance, the first is Overt (obvious, unconcealed) and the second is Covert (secret, concealed). Both are subject to the Privacy Act and should not be carried out in such areas as bathrooms or changing rooms, where there is a high expectation of privacy.

**Overt Surveillance** is when an employer installs a video camera which is obvious and visible to staff, customers, visitors, etc. In this instance it is best practice to ensure employees are aware of the surveillance and why it is being used. It is common when using overt surveillance to display signs as a deterrent to any wrongdoing or theft in the workplace. These days it can also be used as a form of safety and welfare of staff.

**Covert Surveillance** is when an employer uses a hidden video camera where there is suspicion that an act of theft or other serious offences are taking place in the workplace. When this option is suggested by advisors, it is surprising the number of employers who believe that this kind of surveillance can not be carried out for privacy reasons. This is not unlawful under the Privacy Act and often the only means by which an employer can check an employee’s involvement in suspicious activity or otherwise. In this case, to inform or alert employees may prevent the investigation of theft or wrongdoing as the activities would not usually occur if employees were aware of the cameras. Video cameras focus on a particular area of a business and record the activities that take place in that space.

If using covert surveillance, employers should collect sufficient evidence to satisfy their suspicions and then remove the video camera. It is not reasonable to keep recording long term for no real purpose.

If there is evidence that appears to indicate criminal activity including theft, an employer should undertake a fair and thorough investigation in accordance with the law and their own company disciplinary procedures. Depending on circumstances, affected employees may be entitled to view the footage relied upon for the disciplinary action that follows. It is commonplace that in situations where employers have discovered that their employees have been involved in theft or other undesirable activities that the basic tenets of trust and confidence have been breached and therefore the employment relationship has been destroyed.

Before introducing video surveillance into a workplace, there are certain things employers need to be aware of and, as always, should seek sound advice before taking any such action.

Battersby HR Consulting, www.battersbyhr.com, 09 838 6338, paddy@battersbyhr.com

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