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SUMMER 2015

FACE VALUE

WHO'S WHO IN BUSINESS \ WHANGAREI

MAGAZINE[®]

WIN

a holiday for 2
in Rarotonga

P49

WILL IT BE?

A slice of Vienna at the Town Basin P20

LOCAL TRIUMPH

Steve Bowling believes no
one is bigger than the job P16

Saving Kaipara Harbour

Avoca Group joins the fight P8

LEADING BY EXAMPLE

Role models at People Potential P35

Handling Stress

Bruce Larsen on Northland pine P51

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Businesses, like communities, benefit from smart leadership

Without it, businesses would fail sooner rather than later, through lack of action or poor decision-making.

Face Value Magazine is a topical collection of detailed articles about the people behind some of Whangarei's successful businesses – from family-owned companies and SMEs to large organisations and publicly-listed corporations. Their stories are all different. But, as in the inaugural edition last winter, these enterprises have things in common – such as innovation, determination, competitiveness, good planning and organisation, a desire to achieve excellence, and a willingness to embrace change. Perhaps the most important attribute, though, is sound leadership. The essential hallmark of a leader is a person who can influence others to share a vision and take action to achieve a goal.

Face Value Magazine contains many insights into the nature of achievement, excellence and success – including contributions from some of our political leaders.

By the way, when elected leaders can't or won't decide, sometimes the citizens get to tell them – by way of a referendum. There will be one in March, apparently, on development options for the Town Basin. But I digress ... Fancy a free holiday? Enter our competition and be in to win a trip for two to Rarotonga. There's no such thing as a free lunch any more, but there is still such a thing as a free glossy local magazine. And it's only possible because there are many good, hard-working people in business serving your community. THANKS.

Steve Challis
Editor/Publisher

NEXT EDITION: WINTER 2015
We welcome all enquiries from local businesses wanting to showcase their people and share their unique story.



These successful businesses have many things in common – innovation, determination, competitiveness, good planning and organisation, a passionate desire to achieve excellence, and a willingness to embrace change.



Photo: Jan Doak

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FACE VALUE[®]

WHO'S WHO IN BUSINESS \ WHANGAREI

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business GO FOR IT

Trawling through Council's archives late last year for Whangarei City's 50th anniversary, my eye was drawn time and again to familiar names.

McKay Electrical, Golden Bay Cement, Kerr Construction, Culham Engineering – these are local businesses already established half a century ago that have stood the test of challenging times.

There are many others, and I congratulate them all. Some, like The New Zealand Refining Company (now known as Refining NZ), have undergone further expansion. Other more recent arrivals – like Michael Hill Jeweller in 1979 and Fonterra – have not only survived, they've thrived.

Having weathered financial storms, harnessed natural and human resources effectively, and found winning commercial formulae, these businesses created the seedbed of further business investment in Whangarei. Their faith in our District has enticed others to establish here, and thus business confidence and allure has grown.



Mayor Sheryl Mai

Due in large part to these foundation enterprises, commercial and industrial areas are now burgeoning throughout Whangarei district. The groundwork, infrastructure and resources for the new enterprises they attract are either in place or in progress.

Local businesses and Council are proactively seeking overseas markets, investment and the establishment of foreign businesses here – as are Maori ventures, where enormous potential exists for partnership and development.

Council and its partner agencies are engaged in training and attracting workers for both existing industry and new, and our population is growing to a viable level to sustain that.

We have many hectares of affordable, zoned land available for commercial and industrial development, and freight transport options between Whangarei and national and overseas markets are becoming increasingly viable.

The recent rollout of Ultra Fast Broadband (UFB) puts us streets ahead of every other district in New Zealand, technologically. Most importantly, we have passionate, entrepreneurial people in Whangarei who really want to grow our District.

Go for it, Whangarei! Council and its partner agencies are behind you.

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Joining the fight to save the Kaipara Harbour



Long standing Northland firm Avoca is joining the fight to save the Kaipara Harbour in an effort to improve Northland's waterways.

The Kaipara Harbour is New Zealand's biggest estuary, supporting a diverse array of species and playing host to key coastal habitats - salt marshes, mangroves, mudflats and sand dunes. The harbour covers 947 km² but at low tide nearly half is exposed. Inter-tidal and sub-tidal flats are key ecosystems but are slowly being smothered in sediment and harmful nutrients.

The Integrated Kaipara Harbour Management Group (IKHMG) was established in 2005 and its

key purpose is to promote integrated management and inter-agency coordination and kaitiakitanga of the Kaipara Harbour and its catchment.

Avoca first became involved with IKHMG through its Rarewa Lime Quarry based in Ruatangata, 30kms from Whangarei, which is now an industrial flagship site with the group. The partnership was formed in March 2013 through Avoca's strong links to the Kaipara catchment.

Avoca Managing Director Bryce Manderson says the partnership is based on a common vision for a healthy and productive Kaipara Harbour. He says it is also symbolic that the name Avoca means 'the joining of two waters'.

"The Kaipara has always been important to my family. I remember wonderful summers catching bountiful snapper at Kelly's Bay in the Kaipara and want to ensure this legacy lives on."



In February this year IKHMG arranged an industrial field day at Avoca's Rarewa Quarry site, giving members of the management group and the public an opportunity to see industry in a sensitive catchment. The Wairua River runs from the Hikurangi Swamp past the limeworks and out to the Kaipara Harbour catchment.

This is part of the 9,000km long network of streams and rivers that feed into the harbour catchment. The catchment network, which extends from the Russell Forest in Northland to the lifestyle blocks of west Auckland, is showing serious signs of ill health after 150 years of land development, from forest clearance, farming, quarrying and urbanisation.

"As a company we will do what we can to help the project succeed, because we understand how critical the health of this harbour is to the wellbeing of Northland."

In a bid to offset its quarrying activities, Avoca has established a wetland at the Rarewa Quarry, with 2,200 natives planted by volunteers. The wetland is still in its infancy, with minor earthworks and more planting planned for 2015.

"The wetland shows Avoca is working to reduce the impact of its own activities and its farming customers on the Kaipara Harbour," says Bryce.

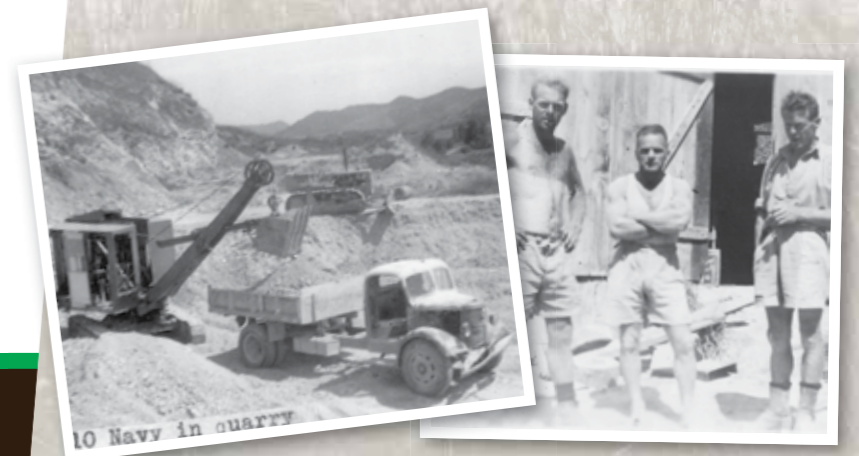
"As a company, we strongly believe that we can improve environmental outcomes for the Kaipara Harbour by minimising the impacts of our own activities and by educating our farming customers through smarter fertiliser programmes that aim to balance nutrient levels in the soil and promote healthy soil biology."

For more than 65 years, Avoca has been supplying Northland farmers with expert advice and top quality agricultural lime and fertilisers to ensure better crops and healthier livestock.

Avoca Lime Company was formed by Jim Manderson as a young 23 year old, when he saw the need for bulk lime and fertiliser in farming. The company began in the Tangowahine Valley, just out of Dargaville, selling and transporting lime. This was at a time when farming was subsidised and there was intense land development, both privately and at government level through Lands and Survey. Land developed from bush and scrub had a very low pH and phosphate level. Jim formed a company with Charlie Bickers, who returned to his family farm in Toka Toka some ten years later.

Through the 1950s and 1960s, Jim built up the company by purchasing road trucks, spreaders, a bulk store and mixing plant to support the original limeworks, in order to meet the demand for phosphate and other nutrients, essential for major land development occurring after WWII. By the 1980s, Avoca had sites running in Dargaville, Kirikopuni, Kaikohe, Rawene, Moerewa and Waipapa.

Today Avoca still specialises in lime and fertilisers, but also offers many other products and services, with specialist soil consultants across Northland offering professional advice on soil fertility and fertiliser management. Rawene and Moerewa quarries are in full operation for lime and metal to the north, while the Ruatangata quarry has a mixing plant for customised blends of fertiliser as well as the metal and lime.



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From left: Glenys, Ken, James, Jesse, Fraser, Glenn, Shane and Jhenai

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From Humble Beginnings

On September 19, 2014, Whangarei MP Dr Shane Reti gave his maiden speech in parliament. It received wide coverage and recognition. Excerpts are reprinted here.

I was born into a State house, the eldest of five children in a working-class Māori family. My parents believed that further education and hard work were the way to success, although they had never experienced it themselves. Mum left in the fifth form and went to work as a clerk at State Advances. Dad left in the fourth form, to return to the family farm in Kāwhia.

It is my belief that each of us experience sentinel events that shape our lives. For myself, two diametric sentinel events happened in my teenage years. The first was institutional racism. In my student years I would usually study during the day and at night commercial clean with Dad. One year I asked the administrator if I could sit not five but six subjects, like all my friends were. I remember the reply: "No, Shane. You're a Māori boy. You'll do five." My internal response was a call to arms, my external response was to win the English prize that year. I was still only allowed to sit five subjects, but many years later, when I was promoted to assistant professor at Harvard, well, I think I made my point.

I won, but many Māori do not. The educational aspirations of Māori must never ever be bound by the preconceptions of others. Their dreams too must be allowed to soar to the heavens, on shards of resolve, to the heights resounding, **e tangi e, e tangi e, e tangi e!**

My second sentinel event occurred during my sixth form year, when the Rotary Club of Hamilton, district 993, broadcast across the Hamilton high schools that it would support one student to America the following year. Many applied, and yet for some reason they chose me. In those times working-class Māori were not the normal Rotary mix, and yet they chose me.

No one in my family had ever had a passport, few had been on a plane, none had been overseas.

I went to Idaho in the intermountain west of America. My five host families were a retail manager, two multimillionaires, and two bankers. Can you imagine the contrast? From working-class Māori, to a host father who flew me in his private plane on the weekends to his condo in Sun Valley. These people were well educated, they worked hard, and success had come their way. There it was, right there – education and hard work. My parents had already planted the seed of belief, and now I saw it in action. I was living it. I got it, and I went on to apply it.

Harkness Fellow, and presently as a Member of Parliament. As the MP for Whangarei, I will advocate strongly for the needs of the electorate. I believe these needs are best met by economic development, which includes attention to transport, local government reform, and Treaty settlements. Economic development that creates sustainable disposable income also creates options, and these options, I believe, will improve the metrics by which we define a good life.

I feel responsibilities to my electorate of Whangarei, to my regional neighbours in Northland, and to every single citizen of this nation. **He waka eke noa.**

Our task is to create opportunities for those who follow, that as we pass the baton to them we have created a world better than how we found it ...

This is a story of opportunities, windows of opportunities that in a lifetime may open for just the briefest of moments, and then close again, sometimes for ever. Our task is to create opportunities for those who follow, that as we pass the baton to them we have created a world better than how we found it – a footprint that the next tide will gently wash over and shape to its new resolve.

These pivotal experiences have allowed me the opportunities I needed to guide my career as a local doctor, a New Zealand

Let us continue in our canoe together, to take Whangarei to its next brightest destination and to advance a New Zealand in prosperity, equity, and freedom.

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Moments of significance

Stuart Henderson and Ian Reeves know all about moments of significance. They have witnessed many since establishing the well-respected and successful Henderson Reeves Connell Rishworth over 30 years ago.

Ian and Stuart understand that the law is a resource that comes into people's lives at exciting times, at challenging times and at significant times. The law is their chance to help others. And they are supported by a dedicated team of outstanding young professionals, who thrive on helping people through moments of significance.

Henderson Reeves are experts in a full range of key legal services, including property law, company and employment law, personal and family law, dispute resolution and resource management. The team work tirelessly, above and beyond, out of respect for their clients. Together, they will deliver results that bring happiness, peace of mind, trust, confidence and assurance, because the law is their life.

Business Acquisition?

"Just six months ago, buying our own business was a dream. And now, here we are, opening the doors for the first time. The faded walls needed painting and the shelving repaired, but now we're open for business, and we couldn't have done it without Ian and his team guiding us through the purchase process."

Dispute Resolution?

"It's been exhausting - emotionally, physically, mentally. When everything first turned sour, there was simply no light at the end of the tunnel. But now, with a huge amount of support and expert negotiation from Stuart at Henderson Reeves, we're finally out the other side, and I can see the light again."

Selling Property?

"The scratches on the kitchen bench tell of many a family gathering in the heart of our home, sharing stories and having a laugh together. Now we're moving on to our new place in the country and the old house is sold. And with Henderson Reeves' Smart Move services, the sale and purchase of the two properties couldn't have been easier."



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We pride ourselves on our comfortable and personalised retirement villas, and our well-appointed, welcoming gated community. Our residents keep active, through our many social activities organised by our Residents Committee.

The Palms Lifestyle Village is unique in allowing intending residents to choose a villa plan and site that will suit their needs. Residents will also be able to choose all flooring and colour options for their home.

This means that your home really does feel like your home; you can even bring your pet with you, and if you have a particular love of gardening, your home can feature a raised vegetable garden and an area in which to put your gardening skills to use.

Our goal is to make your golden years as enjoyable as possible – we will take care of all the maintenance work for you!

Security at The Palms Lifestyle Village is designed to provide peace of mind, with security gates at the front entrance, multiple nightly security patrols, security cameras throughout the village, and 24 hour BUPA monitoring (covering ambulance, police and fire services).

Located a short, flat walk away from the Tikipunga shopping complex, The Palms Lifestyle Village has convenient access to Countdown supermarket,



Tikipunga Library, Paramount Medical Centre, and a range of specialty shops and cafés.

We are proud to be a small family-owned and operated lifestyle village, with a focus on creating an inviting environment with warm spacious homes and a welcoming, caring community.

Enjoy your retirement with us at The Palms Lifestyle Village! Call us today to discuss your retirement living options.

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THE PALMS
LIFESTYLE VILLAGE



New era

Alzheimers Northland is now offering vital support services from spacious new premises in Tikipunga. By KEVIN SALMON.

Our day respite programmes have been completely transferred from our previous (and unsatisfactory) old building in Western Hills Drive. All carer support meetings are now held at the new building.

The new facilities were made possible only by two substantial bequests, both very gratefully received, catalysts for an eight-month building programme through much of 2014.

It is truly delightful to have such modern, effective premises in which to base a range of support services for which there is, sad to say, an ever-growing need – we are living longer and diagnosis of dementia and related conditions is being picked up earlier.

The building includes a meeting room for hire with onsite catering. We have plenty of free parking space and a quiet rural outlook – perfect for that strategic meeting, conference or training for small groups. Several local companies have used the rooms and found them perfect for their needs.

In conjunction with Northland DHB, we have been working on a Dementia Pathway Programme, to help people concerned about short-term memory loss and encouraging them to see their GP, who will inform us and other health professionals to provide support through a very uncertain period of time that can cause significant anxiety and fear.

Historically, the process of confirming or denying a diagnosis of dementia has been a long drawn-out affair. Our aim is to reduce waiting times and the stress that can come with that. Getting good clear information is the key. Support from the start is also vital to the process.

Alzheimers Northland is a professional organisation committed to getting involved at the earliest opportunity with those who may need our services, and standing by everyone affected by dementia.

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↑ Unichem Buchanan's Pharmacy have been a part of the Whangarei community since 1954.

A Buchanan at the helm for sixty years!

60

In the early 1950s, the New Zealand population had just hit the two million mark, the Auckland harbour bridge was completed and Opo the dolphin could be found frolicking with local children in the warm waters of the Hokianga. At the time, Whangarei was not officially a city (the population hadn't passed the 20,000 mark) and the town was on the verge of a boom.

In 1954 a young Pharmacist decided to purchase a business in the town centre which he would gradually develop to become a beloved part of Whangarei's social fabric. Ted Buchanan was a chemist with an excellent eye for detail and he knew that there was a niche in the market for a well-respected pharmacy.

By 1987, Buchanan's Pharmacy had relocated to Paramount Plaza in Tikipunga. Thanks to the support of regular patients, Buchanan's Pharmacy continued to grow, however it wasn't until March 1988, when the supermarket arrived, that the pharmacy's business really began to gain traction.

Fast forward 20 years – you will find a thriving pharmacy offering a vast array of professional health services – now led by Iain and Gemma Buchanan.

The experienced and approachable team at Unichem Buchanan's Pharmacy is available to assist you with improving your health in a holistic way. From sleep problems to weight loss, the pharmacy has the tools to teach you new ways to support your health. The pharmacy includes a Sleep Clinic (in conjunction with Sleepwell Clinic), which includes treatment for sleep apnoea.

For those with mobility issues Unichem Buchanan's is Northland's top destination for the most knowledgeable and up-to-date information relating to mobility scooters, mobility aids and home healthcare products available to buy or hire. "We have a whole Home Healthcare Centre within the pharmacy and we can provide personalised assistance and solutions to help you regain your independence," says Iain.

As medicine specialists, the team at Unichem Buchanan's will also assist you with choosing from a wide range of natural health products, vitamins and minerals. They can also help you balance your existing prescription medications with complementary medicines that will assist in promoting an improved lifestyle. "It is hugely important for us to assist our customers with prevention rather than cure. We want to be the friendly face at the top of the cliff, rather than the ambulance at the bottom".

Unichem Buchanan's also offers support with a full wound-care service where you will receive advice on the latest and most advanced wound-care technology providing a faster healing process. A full wound dressing service is also available in a private consultation room.



↑ The team at Unichem Buchanan's Pharmacy – your local health professionals.

Do you want to have more energy and have improved health in 2015? Or do you need more support and information on the medications you are taking? If so, come in and see Iain, Gemma and the team at Unichem Buchanan's – they are passionate about health and wellbeing and have a wealth of knowledge to help you become the best you can be.

Visit www.buchananspharmacy.co.nz for more information or call one of the friendly team members on 09 435 3323.

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BOWLING INFRASTRUCTURE GROUP

NO ONE IS BIGGER THAN THE JOB

EMMA JELSMA catches up with Bev and Steve Bowling at their modern harbourside home, in the shadow of Mount Manaia.

The wind has dropped. Warm air flows through the open sliding doors, bringing a scent of the ocean and the final glints of reflected afternoon sun.

This is paradise. The well-intended remark 'you're so lucky' seems apt, but it's one of Bev's least favourite phrases. Having good health is lucky, she says. Winning the office sweepstake or Lotto is lucky. Having a nice home by the ocean? That's just the result of hard work – 20 years of it, to be exact.

The name 'Steve Bowling Contracting' is known in most households throughout Whangarei, if not Northland. What began as a small enterprise in 1994 – with Bev, Steve and his first ever fulltime employee (and soon-to-be business partner)

Dean Collinson – has steadily grown to become an authority in local contracting.

Steve Bowling Contracting has undergone a number of changes along the way – the acquisition of GHK Piling Co in 2000 and the joining of two further operational firms, NPM Construction and SSP Engineering, under the Bowling Infrastructure Group banner. The recent relocation into one city-based yard in Hewlett Street (off Port Road) is just the next logical step for a fast-growing and innovative company.

Having started his career as an employee of GHK Piling, Steve has now come full circle, as a director of not only GHK Piling, but also NPM Construction, SSP Engineering and Steve Bowling Contracting.

This consolidation and centralisation has achieved a smoother foundation for operations and a strong inner-city presence, paving the way for more productivity and efficiency across the board.

Bowling Infrastructure Group already boasts a strong portfolio of impressive structures within Whangarei district, including the popular new Northland Hockey Turf and the recently-opened Kotuitui Whitinga footbridge, which completes the Hatea Loop Walkway.

Steve, Bev, Dean, Joe Pitman, Paul Boyd and their crew are justifiably proud of their accomplishments; the combination of strong construction and unwavering attention to detail has produced structures that will last lifetimes.

"One of the keys to success in business is a foundation of trust," says Steve. "It's really all about relationships. The relationships you build with your clients, the people around you, and the way you work with them."

"We value our clients highly and work hard to provide a quality job with a cost-effective outcome. We give our employees a good job and we trust them to put in a good day on the job."



Kotuitui Whitinga footbridge



Northland Hockey Turf

"We value our clients highly and work hard to provide a quality job with a cost-effective outcome. We give our employees a good job and we trust them to put in a good day on the job."

"In return, we offer a great culture, consistent work, good pay and a respectful environment in which to work."

The Bowlings also acknowledge and appreciate the support of the people who have been involved with their growth over the past two decades.

"Twenty years ago we lacked business knowledge, and it was through the expertise and advice of the professional teams we worked with that we found our feet and continued to grow. We have a currency of respect with everyone who works for us and everyone we work with. You earn the respect here: no one's bigger than the job. That's it."

They share a strongly-held conviction that "if you do nothing, then nothing happens".

In challenging times this has prompted some bold moves and daring leaps; but win or lose, the fear of failure will not stand in their way. Indeed, in an environment where employees

are like family, and their family are employees (daughter Erin and sons Guy and Ben all work within Bowling Infrastructure Group, while eldest son Darren is growing his own successful electrical business), there is simply no room for stagnation.

This dynamic, local family-owned and operated business is in 'boots and all'.

There are exciting plans ahead – but that's another story.

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SENSE OF PLACE, PRIDE IN COMMUNITY

Bev Bowling knew how much the Kotuitui Whitinga bridge building project meant to her husband Steve.

This footbridge was more than a contract – it took an unprecedented level of dedication and pride, with intuitive planning and close cooperation with design and engineering teams. Opened in September 2014 by Whangarei Mayor Sheryl Mai, Kotuitui Whitinga was a local triumph.

Determined to find a way of celebrating the Group's achievement, something that would incorporate all the elements that meant the most to Steve, Bev's eyes fell upon one of Natalie Tate's heritage portraiture artworks on display at Newday Café, Parua Bay. Instantly, Bev knew what to do.

She secretly commissioned Nat to produce a bold original work. The painting would need to include iconic Mount Manaia, symbolising the Bowling family's sense of place, the stunning Kotuitui Whitinga footbridge, and their beloved home in the shadow of the mountain. Bev crossed her fingers and prayed Steve would love it as much as she did.

The covert operation went off without a hitch – until Steve happened to hear from a friend about a 'stunning piece of art' under construction at Newday Café, featuring a certain footbridge and commissioned by a local engineering firm!

The oil on canvas artwork now takes pride of place at their home, a daily reminder of their journey, where they come from, and what they have achieved so far.



Steve and Bev Bowling

Photo: Adrian Wilkins

Local Triumph

The Kotuitui Whitinga footbridge project completes the Hatea Loop Walkway





"Design of both community spaces and city architecture has a fundamental impact on how the residents of a city live, work and play... it often directly affects how we live, and how we feel."

Grant Harris
HB Architecture

CREATING A SENSE OF WONDER THROUGH DESIGN

Great design is a key foundation for a vibrant and engaging city. One local architecture firm is working hard to create that foundation for Whangarei. KATY BROWN talks to the principals of HB Architecture.

Business partners Grant Harris and Ian Butt have been involved in designing a number of key buildings and structures around Whangarei, including ASB Northland Sports House, the Whangarei Town Basin Hub development, Northland Port Corporation premises, and Northland Athletics and Gymnastics Stadium building. More recently, the Waiarohia Stream Footbridge (Kotuitui Whitinga), created in association with Bowling Infrastructure Group and Richardson Stevens Consulting.

Grant Harris strongly believes architectural design is a critical element in a city's landscape because it directly impacts on the functionality and overall feel of the city.

"Just like with an individual building, a city can be designed to feel welcoming and harmonious, with design elements and structures that create a sense of wonder and represent integrity and durability. Diversity of form through unusual shapes or designs can also create interest and intrigue."

Grant believes cities should be built on a foundation of good design, with structures that genuinely create a sense of wonder and joy for those who engage with them.

"This includes the smallest details, like the 'heritage panels' along the Town Basin walkways. We want people to question the unique design – what does the shape and material represent?"

"Design of both community spaces and city architecture has a fundamental impact on how the residents of a city work, live and play. It dictates how we interact with our surroundings, each other, our buildings and our natural landscape. While we don't really think about it, architectural design often directly affects how we live, and how we feel."

Long-term Whangarei resident Ian Butt says it is critical for city leaders and key decision-makers to adopt a genuinely forward-thinking approach when



considering the design and development of new buildings and structures around the city.

"Most buildings being designed and built today will remain part of the landscape long after we have gone. With every structure we create, we are leaving a legacy for our children and their children. We need to design and plan with a vision for the future, not just today."

"We need to ask, 'How will a building be used in 50 or 100 years? What will the needs of its users be in the future, and how will they interact and engage with the spaces we are creating?' We aren't just designing architecture for our generation, but for future generations too."

Ian has been involved in the design and project management of a number of key structures around Whangarei, and has always approached these assignments with the view of creating versatile, functional and attractive spaces, both for today and in the future.

Current projects for HB Architecture include an information centre, café and administration building at Whangarei's iconic Quarry Gardens and a new design for the Salvation Army buildings in Aubrey Street, Whangarei.

The firm has also been recognised for its award-winning toilet block and gateway building at the Waitangi Treaty Grounds. Work on the \$6m Waitangi Museum and Education Centre, another of their projects, is also underway.

The recently completed Waiarohia Stream Footbridge (Kotuitui Whitinga) is a unique project in Whangarei's CBD that represents a compelling, integral structural element within the city's urban design environment.

While appearing simple, the architectural design and structure of the bridge is very complex, with the central hydraulic opening and the entire structure being supported on a series of single columns. HB Architecture and the Bowling Group worked hard to remove any extraneous items from the form.

For example, the lighting is an integral part of the masts, with the masts themselves supporting the screen and the screen rails acting as the conduit for power.

"We want the form to create intrigue and leave people asking: 'How does the bridge remain vertical? How is it supported on just single columns? And why is the pathway curved?'"

Ian and Grant believe there is still more work to be done to ensure Whangarei moves in the right direction to create a vibrant and engaging city based on great design.

"Decisions are being made every day about the size, shape and style of buildings and structures in our city, whether they be renovations or new builds," says Grant.

"Every single structure impacts on the overall environment and sense of place for our city. We want to remind people that great design is achieved by considering the needs of both today and tomorrow, and ensuring every structure is based on a foundation of excellent design, integrity and a sense of wonder."



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HUNDERTWASSER WAIRAU MAORI ART CENTRE

Frequently asked questions ... with answers

Is the Art Centre really an authentic Hundertwasser design?

Yes. Hundertwasser was not an architect; he called himself an 'architecture doctor' who 'cured' buildings, by sketching his ideas for architects. The Hundertwasser Foundation in Vienna asked Heinz Springmann – who had worked with the artist many times – to take Hundertwasser's 1993 sketches of the Town Basin building and turn them into plans. The Foundation has termed the project 'the last authentic Hundertwasser architecture project in the world'.

Where will 143,000 visitors come from?

Northland already has more than 5.5 million visitors a year, 1 million from overseas. Almost all of them travel on SH1 through Whangarei. Deloitte International used government figures on domestic and international visitors who visit art galleries and museums on their holidays to calculate HWMAC attendance.

Could the building be used for anything else just as good?

No. The building is within the Town Basin culture, heritage and art precinct. It cannot be used for commercial purposes outside of culture, heritage and arts. The HWMAC is a perfect fit planning-wise, culturally and economically.

Will there be any cost to the ratepayer?

No. Apart from earthquake strengthening (which will have to happen for any development on the site) – no there won't. Prosper Northland Trust fully expects the HWMAC to be profitable before its 4th year but have undertaken to underwrite any potential shortfall for ten years. (All funding options and underwriting will be subject to due diligence before the project starts.)



AE!

What is the Wairau Maori Art Gallery?

The Wairau Maori Art Gallery – taking up one entire floor of the HWMAC – will be the only permanent and curated national gallery dedicated to contemporary Maori Art. In 2012 a special Wairau Maori Advisory Panel was established as a requirement of the Vienna-based Hundertwasser Non-Profit Foundation to honour the artist's wishes for a dedicated Maori gallery in the HAC building.

PROSPER NORTHLAND TRUST

Build a bigger, brighter future for Whangarei and Northland.

In June 2014, Whangarei District Council voted not to build the Hundertwasser Art Centre.

A group of concerned residents believed the city was throwing away a unique opportunity that would greatly affect Whangarei's cultural and financial future. They agreed to meet to talk about a way to keep the project alive and, very soon after, Prosper Northland Trust (PNT) was formed.

Trustees are committed to working with members of their community, for the benefit of all Whangarei and Northland residents. While their immediate goal is to see the Hundertwasser Wairau Maori Art Centre come to fruition, PNT is supportive of all community initiatives that will create growth, prosperity and a better future for Whangarei.

Prosper Northland Trust has been registered as a charitable trust under the Charitable Trusts Act 1957. This is the appropriate structure for the organisation. It provides a mechanism for the trust to act through a board of trustees. It is also the structure preferred by local authorities, government departments and funding organisations.

Prosper Northland trustees:



Barry Trass



Pam Tothill



Ian Reeves



Christine King



Nick Keene



Andrew Garratt



Jenny Hill



Greg Guy



Todd Barrell



Andrew Smith

» all volunteers

» hard working

» passionate about Whangarei

» supporting local initiatives

» encouraging growth

» no personal gain

» future focused



FOR MORE – Visit yeswhangarei.co.nz or go to Hundertwasser HQ 2 James St, Whangarei



www.pnt.org.nz

Promise made & kept

Northland Community Foundation general manager ROS MARTIN reflects on the extraordinary achievement of Project Promise.

In 2009, Northland Community Foundation was approached by the Northland District Health Board (DHB), seeking assistance to build a cancer treatment centre in Whangarei.

Northland Community Foundation took up the challenge in 2010 and set a goal of raising over \$3 million in three years to add to the DHB funds and enable a purpose-built cancer treatment centre to be developed alongside Whangarei Hospital. The fundraising campaign was named 'Project Promise'. We are delighted to have kept our promise by establishing the Jim Carney Cancer Treatment Centre, which was opened in early November 2014.

IMAGINE WHAT COULD BE ACHIEVED NEXT

The Foundation's goal is to provide a simple, effective and long-lasting way for individuals and organisations to give to local causes now and in the future, through charitable giving by Northlanders for Northland. Forever.

WHO WE ARE

Northland Community Foundation (now known as Northland Foundation) was established in 2004 and has been created by, and for, the people of Northland. The Foundation's voluntary board is made up of highly skilled and committed Northlanders, who oversee its strategic direction. They are:

- Richard Ayton
- Margaret Broodkoorn
- Brent Eastwood
- Mike Simm
- Ken Couper
- Rosemary Archibald
- Kevin Prime
- Dr Shane Reti

WHAT WE DO

Northland Foundation encourages a spirit of charitable giving to help improve the communities of Northland. This act of giving to help others, also known as 'philanthropy', is the true essence of the Northland Foundation.

We help individuals and organisations to become involved in community giving, and causes of their own choosing – just like so many people over the last few years chose to support Project Promise to establish a new cancer treatment centre at Whangarei Hospital.



Sam Johnson (BNZ), Richard Ayton (NCF), Geoff Grigg (BNZ)

CHARITABLE GIVING

The Foundation is able to help the communities of Northland through the generosity of individuals – such as Leanne and Athol, who chose to gift their estate in order to invest in community growth. Through the Foundation, Leanne and Athol have established the Molly Wilson Trust, which will continue to generate funds into the future to support Northlanders. They say: "We wanted our life achievements to be used as a sustainable investment for the community we live and work in."

THE GIFT THAT KEEPS ON GIVING

The key to success for Northland Foundation is to engage with people who have had a great life in their own region and who want to give back through charitable giving.

People can support their local community forever by making a gift that will keep on giving because the capital remains intact, is invested, and the income from the investment is distributed annually to charities and community groups in Northland.

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Delivering on the promise

The BNZ Brick campaign was the most successful fundraising initiatives for Project Promise.

Close to \$500,000 was raised by the campaign and the BNZ Community Wall makes a great statement in the entrance to the Jim Carney Cancer Treatment Centre.

More bricks are available for purchase through the Northland Foundation as an ongoing fundraiser for the Cancer Treatment Centre.

People wanting to give to a special cause or organisation that is dear to their heart may, through Northland Foundation:

- Leave a gift in their will, or
- Donate during their lifetime and have the pleasure of seeing their money make a difference (and receive a 33.3% tax credit).

This article kindly sponsored by Face Value Publications Ltd.

Q & A with Grant & Sam

Sam Johnson, leader of the BNZ Partners team in Northland, and colleague Grant Shaw review 2014 and look forward to a big year ahead.



Q. Grant, what's your role at BNZ?

A. I lead the Retail team in Northland, which includes eight stores from Warkworth through to Kaitia, and 60 staff. We look after the needs of our personal clients – individuals, Mums and Dads and family members, as well as small-to-medium size (SME) business clients whose borrowings are generally secured against their personal home.

Q. How was 2014 overall for you and your clients?

A. Pretty good. We've taken on a lot of new clients over the last year who have been influenced by great word-of-mouth from our existing clients. We've spent a lot of time working closely with Sam's Commercial team and visited many of our larger business clients to introduce the benefits of workplace packages and how employees can benefit from them. It's been really rewarding.

Q. Sam, what's the secret to this?

A. Enthusiasm. Grant's team are passionate about helping their clients be successful, and jump at the chance to meet new potential clients. This enthusiasm really makes a difference, coupled with fantastic support from our business clients who've been quick to give us the chance to visit and talk to their staff.

Q. What has been happening at BNZ since the inaugural edition of Face Value last winter?

A. We are spending a lot more time looking for ways for our two teams (Retail and Partners) to work more closely together. We encourage input from our team members who have the chance to be part of our Regional Board, which has really taken on a governance function and is looking for ways to make the most of a collaborative approach. We're tapping into the expertise of our people, who have great experience and have often worked in their communities for many years. This counts for a lot at the end of the day. Both teams enjoy each other's support and expertise.

Q. Any standout successes?

A. Seeing clients get the recognition they deserve for doing well is always a highlight. In the last quarter of 2014 we've been proud of two clients in particular.

Paul and Tania Dunn at Marine North took out the Supreme award in this year's Westpac Business Excellence Awards. They've owned this business since 2006 and recently relocated to purpose-built new premises on Kioreroa Road.

They have worked hard over the last few years to build a strong team. The new location enables them to introduce new levels of service and efficiency which ultimately flows through to great customer experience.

Richard Waalkens is the BNZ Commercial Partner who works alongside Paul and Tania. He has enjoyed being part of their growth and loves their positive outlook on being in business in Northland. Paul and Tania are regular supporters of Chamber of Commerce events, reflecting their desire to see business in Northland become stronger and more prosperous, not just their own business."

The other success story is Bella Homes and the recent award Simon and Margie Crawford achieved in this year's Registered Master Builders House of the Year competition. The Bella Homes team won the prestigious Sustainability Award nationwide.

This involved working alongside environmentally-aware clients to realise their vision of a home that fulfils the sustainability, energy efficiency and eco-friendly principles their clients wanted.

Simon has a knack for creating dream homes for people. The testimonials on the Bella Homes website all speak highly of his flexibility and ability to deliver, even when things get challenging.

These are two great examples of successful people who are focused on delivering great experiences for their clients, who value their staff, and only see the positives in living in Northland – attributes that are equally applicable to our business here at BNZ, and the sort of things we strive for.

Q. Sam, what does 2015 hold for BNZ and your Northland clients?

A. An ongoing need to 'be good with money', as the business environment continues to be challenging. Hopefully some kindness from Mother Nature that help our farmers to maximise pasture growth and animal production. Wise spending to support other Northland people in business. And more awards – such as BNZ being rated New Zealand's top Private Bank for the second time running.

Q. What about you and your Retail team, Grant?

A. Ongoing collaboration with Sam and his Partners team. Continued growth and success in the home loan market. Strong customer satisfaction from a job well done by my Retail team. It's a brand new year. Let's bring it on!

Business promotion

The views expressed here are Sam and Grant's own and do not necessarily represent those of BNZ or its related entities.



Bella Homes has won the prestigious Master Builders NZ house of the year sustainability award



Awards night, a proud bunch. Owners Bruce & Jan Fraser with Simon & Margie Crawford, owners of Bella Homes.

Working alongside environmentally conscious clients to realise their sustainable vision was both rewarding and challenging. The end result is a home without compromise, filling the sustainability, energy efficiency and eco-friendly principles that our clients were after.

We take great pride in this home and with our experience and knowledge in the building industry we were able to give informed up-to-date advice to our clients which we believe puts us at the forefront of the building industry.

A big thank you to the Bella Homes team of tradesmen & contractors who worked on this home, another home built to the highest standard!

Simon and Margie Crawford

Directors

Bella Homes



Why Bella Homes?

Too often, ours is an age of the mass produced.

It's rare to find things genuinely personalised or reflective of your individuality. Instead, most building companies are intent on scale, repetition of design & volume manufacture.

At Bella Homes, we decided to go in a different direction.

Bella Homes is an award winning Northland based, family owned business specialising in design and build. We are honest, skilled, organised and extremely passionate about all of the homes we build.

We're not only passionate about designing and building quality homes, we also strive to exceed our clients expectations. We see our clients as a critical part of our team and forming a friendship along with a working relationship is a real unique element to our business.

Our reputation is our most valued asset and we strive to uphold the standards we have set at all costs. We have won a number of Registered Master Builders house of the year awards along with a NZIOB excellence award.

While receiving awards from industry peers is great – our greatest reward comes from seeing our clients reactions the day we hand over their home.

We are proud of what we do!



www.bellahomes.co.nz

bellahomes
stylish living

Contact Simon Crawford
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FORENO TAPWARE

quality. innovation. health

Foreno®

Watermark Certified Tapmakers

Made right here!

Twice a day, every day of the week, the courier van fills up with cartons of tapware that are sent far and wide throughout the country. Foreno Tapware (NZ) Ltd is a Whangarei based company that manufactures and distributes tapware products to Plumbing & Hardware merchants throughout NZ, Australia and the Pacific.

From the humble beginnings of a garage on the family land to a purpose built factory in Port Whangarei, Foreno has come a long way. With a national staff of 20 Foreno's cornerstone is "Quality & Innovation."



QUALITY

Foreno is a Watermark Certified Tapmaker. Though taps in New Zealand don't currently have to meet a specific manufacturing standards, Foreno makes most of its tapware to AS/NZS6400 to meet Watermark Certification, which is compulsory in Australia, but not in New Zealand. It is essentially about the durability of components and the quality of the brass.

Products also go through a rigorous testing process in the Whangarei factory and the Watermark Certification process includes independent scrutiny of the manufacturing process by SAI Global. Foreno was also awarded Codemark Certification in 2011 by the Dept of Building & Housing... a mark of quality only held in New Zealand by Foreno!

INNOVATION

Research and development is a key role for R & D Director Geoff Pearson, who set up the business in the mid 1990's. It is Geoff who comes up with most of the concepts, with an eye to both aesthetics and functionality. "For a design to last, it has to be ergonomic – nice to use – durable and beautiful to look at," he says. Sophisticated software such as Solid Works 3D CAD, combined with flow modelling software allow Foreno to design products from concept stage through to finished manufacturing specifications.

One of Foreno's strengths is its breadth of range explains Sales Manager Tim Baker, "in our catalogue you will find over 200 different products, but we also hold stock or components of older models so if a customer wants to match or repair an older model it is easily done."

"from a garage on the family land to a purpose built factory in Port Whangarei"

Foreno has a strong presence nationally and compete strongly



against the market leaders we pride ourselves on being strong in the Whangarei market and have great support from local retailers and merchants and our products are widely available in Whangarei.

CONTACT

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e: info@foreno.co.nz
www.foreno.co.nz



Purchase Foreno Tapware to the value of \$250 or more from any Whangarei retailer in Feb/March 2015 & receive \$50 cash back!

Enter by email to: alannah@foreno.co.nz with a copy of your receipt. See website for Terms & Conditions.



Compulsory Smoke Alarms? – It's Not All Just Hot Air

The tragic deaths of three young people in a fire at a rental house in Hamilton late last year has highlighted the need for smoke alarms to be installed in all residential rental properties.

NZ Fire Service reports that in 80% of house fires they attended last year smoke alarms were either not installed or not working.

"Rarely do we see a fire death where there have been working smoke alarms," says Peter Wilding, Fire Investigation Manager for NZ Fire Service.

It's a message often repeated by those in the Fire Service. A Ruakaka woman is lucky to be alive after the property she was renting caught on fire in July last year. Thankfully, she had a working smoke alarm. In a *Northern Advocate* article published in July, Ruakaka Fire Brigade Station Officer Jeff D'Ath said: "That smoke alarm probably saved her life. If she had fallen asleep while watching TV and not had that smoke alarm she would have been overcome by smoke and she would be gone."

Pressure appears to be building on the government to legislate and make it compulsory for landlords to install smoke alarms in their rental properties. The law currently requires that all new houses must provide a means of detection, but this does not apply to properties built prior to 2004.

NZ Fire Service wants to make it compulsory for all rental properties to have smoke alarms. Peter Wilding is currently writing a discussion paper for changes to the Tenancy Act, which he hopes to submit to the government soon.

Once the alarms are installed, they need to be checked regularly to ensure they are kept in working order. Nick Smith, Building and Housing Minister, is more "favourably disposed" to the idea of landlords providing smoke alarms but tenants being held responsible for maintaining them.

Some innovative property management companies are offering free smoke alarms to their landlords to help improve their tenants' safety.

SUMPTER BAUGHEN



Sumpter Baughen chartered accountant Peter Hill says landlords may soon be required by law to obtain an annual Building Warrant of Fitness for their rental properties

WHY BUILDINGS FAIL WOF TESTS

- Hot water cylinder temperature
- Lack of smoke alarms in bedrooms
- Lack of code compliant handrails and balustrades
- Lack of fixed form heating
- Poor security

If you own a rental property or are thinking of buying a rental property, it is worthwhile getting it checked to see what it will cost to bring it up to a likely new minimum standard.

Sumpter Baughen works alongside many successful Northland property investors helping them in achieving their goals. Contact us at any time for a free property investors review.

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Sumpter Baughen
CHARTERED ACCOUNTANTS



Committed to providing cutting-edge home and business security solutions – with limitless options for personalisation of alarm and monitoring systems



MONITORING

While alarms traditionally use phone lines to report activity to monitoring stations, the problem is that alarms don't work reliably with modern digital (VoIP) phone lines used with Naked DSL, Ultra Fast Fibre and wireless internet. They also don't work so well if you don't have any phone line at all!

Of course, ARC Security supports the traditional dial-up monitoring on old-fashioned analogue PSTN phone lines, but they also keep pace with technology and are experts at internet-based monitoring. So, there's no problem if you've upgraded to a digital phone line – they can still provide a secure and reliable monitoring solution.

TESTIMONIALS

"When we needed somebody local to meet our security needs, we turned to Andrew and the team at ARC Security ... great to work with, outstanding service and expert advice."

Grant Bennett, Store Manager, PAK'nSAVE Whangarei

"Loving our new CCTV system supplied by ARC Security. We can see everything!"

Toll Stadium, Whangarei

"... how impressed I am with the service I received from ARC Security. Although my quote was slightly more expensive than one of your rivals, I still chose ARC because of the service I received. The young man who installed my alarm was awesome. He was friendly and professional and did an excellent job considering this is a very difficult premises to alarm. I will not hesitate in recommending ARC in future."

Catherine A

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SECURING THE FUTURE WITH ARC SECURITY

In 1987, when Andrew Chuter started out in the security industry, options for home and business security were somewhat limited by technology.

Move forward 28 years, and you'll find that the systems available today are not only more comprehensive and intuitive, they're also extremely user-friendly, meaning your home and business has literally never been safer!

For Rachel and Andrew Chuter, owners of ARC Security Solutions in Kamo, this advancement means one thing – higher quality security systems at affordable prices. The ARC Security team is committed to providing cutting-edge home and business security solutions, and modern technology offers limitless options for personalisation of alarm and monitoring systems. With mobile management and internet monitoring fast outpacing traditional alarm systems, ARC is busy ensuring Northland's homes and businesses stay safely ahead of the trend.

ACCESS CONTROL

One of the greatest advantages for many clients has been the total control over who can access what within their premises – from a health and safety perspective, this is essential to monitoring the wellbeing of staff and the public.

With an access control security system, key-code or swipe-card access is fully customisable room-by-room, allowing for a comprehensive and detailed tracking system. This offers employers individually-identifiable lock activation times and locations.

Through access control reports employers can monitor the location, access duration and identity of visitors or employees – a valuable tool for monitoring visitor movements and measuring productivity. Whether installing specialised control options,

physical access restrictions in commercial situations or workplace OSH solutions, ARC Security delivers world-class access control solutions.

CCTV: IP CAMERAS

ARC Security offers an extensive selection of premium internal and external Closed Circuit Television systems. The introduction of IP camera systems has revolutionised the security industry – and ARC are experts at both installation and service.

Image quality with IP CCTV is only limited by bandwidth – meaning a clearer picture with greater high-detail precision. Another benefit is that it can be wired or wireless. Installation, and use of the system is quick, easy and cost-effective!

There are plenty of benefits – it allows for immediate and multiple-site surveillance, while archiving footage for future use. Use CCTV as a complete stand-alone system for your home or commercial premises, or create a fully-integrated security system by linking CCTV to security lighting, access control and security alarm systems: the options are endless!

ARC are highly trained, fully licensed installers of CCTV security systems, and are happy to customise a CCTV system unique to your needs.

OUTDOOR LIVING AT ITS BEST

Creating quality, custom-made, durable products that meet their clients' requirements has been the philosophy at John Hewinson Canvas for 28 years.

John started in the canvas trade as an apprentice and, 35+ years later, he remains passionate about the trade and customers enjoy seeing him being hands-on in the company.

It's hard to believe, but they've been in their spacious, purpose-built modern premises since 2007. The building's design and layout leads to greater efficiency – they need lots of space – and there is a huge showroom with lots of photos showcasing their work.

Every job they do is unique, which means it is exactly what the customer wants, and it fits the space it is intended for. They use only materials that are proven to last in New Zealand conditions, with most materials used having a life span of 10+ years. No mass-produced, cheap and nasty products at JHC.

All staff are Certified Tradesmen, and they are proud that two staff members who started as apprentices are still with them 12 years later.

The team make light work of taking the great design ideas in their customers' heads and converting them into the finished product. Whether you are wanting protection from the sun, wind or rain, JHC have got you covered.

Fortunately, their reputation for product knowledge and quality workmanship means that customers trust them and are not disappointed in the end result. To see more about this company and their portfolio of products, check out their website www.jhc.co.nz

Kiwi style

No mass-produced, cheap and nasty products at JHC. They use only materials that are proven to last in NZ conditions



FAQs

How much UV light does a shade sail block out and how long does a Shade/Sun sail last?

An average of 97% of UV is blocked out. The sail will last 8-10 years or even more, if it is not installed all year round.

Are Shade/Sun sails easy to install and take down?

Yes. We make it simple, so that you can take it down in winter when you don't need it.

Will there be a colour to match my house?

Absolutely, there are many colours to choose from, we usually suggest something to match your roof or joinery.

What designs/types/sorts of boat covers can you make?

Bimini covers to keep off the sun; road covers so your gear doesn't get blown away when you are towing; storage covers to keep your boat dry and clean when not being used; launch cockpit covers, yacht dodgers, outboard motor covers ... the list goes on and on!

How long does the clear plastic used in veranda (deck) curtains last?

We use very high quality materials, so you should expect them to last at least 10 years.

How do I get a quote?

Phone to arrange a visit to your place. Come and see us with some sketches or photos. Go to our website to view more awesome photos of what we can do for you and give us measurements so that we can get back to you with a quote.

What else does JHC do?

We make and install roller blinds for inside your house with a huge range of fabrics to choose from. We have an upholsterer for any squabs or upholstery work. We make ute, truck, trailer and feed bin covers and more.

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McQUINN PUMPS

you gotta

ACCENTUATE THE POSITIVE

It's 4pm on Friday and you have just arrived at the bach for the weekend. You turn on the tap to make a cuppa ... **nothing! DISASTER!**

A phone call to the team at McQuinn Pumps and they are happy to offer you some advice on things to check ... a few ideas later and all is up and going. Weekend saved.

Michael Meyer is the owner of McQuinn Pumps. A local who is all about accentuating the positive, he believes in offering the best possible service and solutions to all his customers, and this focus is reflected in his team's commitment.

McQuinn Pumps aren't just about repairing pumps; they also sell and stock a wide range of pumps and associated equipment. Michael understands the value of fantastic suppliers who will support McQuinn Pumps and he actively seeks out these 'like-minded' businesses.

"Our team is regularly faced with the most interesting and unsavoury jobs at times," Michael says. "One we recall none-too-fondly was called 'Poo Pump Friday'. It seemed that a number of sewage pumps all had problems on one particular Friday.

And sewage pumps are invariably challenging to deal with – they require electrical disconnection, the chamber to be pumped out to access the pump, and assessment of the pump and solution quoted – promptly and in some cases with insurance claims to be completed. All these tasks are easily handled by our team."

Wherever there is an urgent need for a water pump, McQuinn Pumps have a large stock of loan pumps, spare parts and accessories available – 'roving engineers' carry these on their vehicles to help customers quickly out of a tricky spot. They are also used for annual service contracts – to ensure you are continued to be supplied with water.

For the last seven years Michael has grown the business with more commercial clients, and is now recognised as a 'go to' person for industrial and specialised pumping solutions – including

the new Currie's Hockey Turf at Northland Hockey, capable of supplying 110,000 litres per hour, and the Ruawai Water Treatment Plant Pump Set, supplying water to Ruawai township.

McQuinn Pumps have also continued to offer solutions in Water Treatment – for both the home-owner and industrial applications – and have a specific solution for Fonterra's Guidelines around Water Exclusion.

Michael believes strongly in having the right people doing the right thing; people who are helpful, friendly and polite – accentuating the positive – and invites you to come and meet him and the team at their new purpose-built premises.

CONTACT

p: 09 438 9103 or 0800 626 846
a: 72 Kioreroa Road, Whangarei
e: help@mcquinnpumps.co.nz
www.mcquinnpumps.co.nz

We Are Pumping

Our team is regularly faced with the most interesting and unsavoury jobs. One we recall none-too-fondly was called 'Poo Pump Friday'



REGENT NEW WORLD

Passionate about all things fresh

When you visit Regent New World, you can be sure of a great shopping experience with a warm and friendly atmosphere and there is no doubt that the team at Regent New World have a passion for all things fresh.

Recently, customers were asked why they shopped at Regent New World. Some common elements that were mentioned were "the fantastic service, great savings and general store feel".

But we are thrilled to report that the number one reason why customers enjoy shopping with us was because of our fresh food offer.

You could say fresh is what we do best. As you enter the store you are greeted by a friendly atmosphere and a produce market full of flair and the best produce available from our local, national and international suppliers. Stuart and his team of 'Fruit & Vege Pros' passionately prepare and display produce for customers' shopping ease to ensure the best value and quality are presented at the peak of each product's season.

In the butchery there are six qualified butchers using the full carcass model – which means you have freshly cut meat every day on the shelf. If you can't find what you're looking for, your friendly expert butcher is there to help.

The butchers are very proud of their in-store-made products that include a variety of sausages such as merlot & cracker pepper, beef & garlic and family favourite pork. They also take their in-store-made corned beef pretty seriously. Customer Carl Wolfe says, "It's one of the best corned beef I've ever tasted." Butchery Manager, Kevin and his team of 'In-store master butchers' look forward to seeing you. And don't forget to look out for the special 'made in-store' logo.

Do you need help with platters or finger food? Whether it's a small party of ten or a larger occasion, Colleen and the team in the service delicatessen are ready to help. Fresh sliced hams, international cheeses, local meats and olives that promise to delight your guests with every mouthful.

No matter what you're looking for, if you're thinking fresh then head to Regent New World.

CONTACT

p: 09 470 1090
a: 167 Bank Street, Regent
www.newworld.co.nz



McQuinn's sales team: Alicia, Michael, Dominique, Sue, Chris and Heather.

HISTORY

- 1979 McQuinn Pumps started business working from a home garage
- 1980 Opened premises in Lower John Street
- 1989 Relocated to Lower Dent Street
- 1992 Sold the 'Milking Machine' part of the business to concentrate on Water Pumps and associated equipment
- 2008 Michael Meyer purchased McQuinn's
- 2014 Moved to spacious new premises in Kioreroa Rd

ON THE FAST-TRACK TO UFB

2015 is shaping up as a big year for Northpower and Northpower Fibre.

With more than 3500 people already connected to New Zealand's first (and world-class) ultra-fast fibre network, we're expecting plenty more Whangarei residents and businesses to connect this year.

Northpower's General Manager of network, Graham Dawson, says uptake figures in some areas of Whangarei are immensely pleasing and he expects the figure to double in 2015.

“You take the port area of Whangarei for example and we're talking an uptake rate of 57% already. Businesses on fibre are discovering savings and greater efficiencies. I'd like to see 80% of local businesses on fibre within a couple of years,” says Mr Dawson.

Northpower provides the first 30m of fibre installation to businesses on the UFB network free.

“Due to the sheer volume of orders at times, there will be delays connecting people to the Whangarei UFB network, but we have geared up with additional technicians to assist in the process. We ask people to

be patient because it will be worth the wait – and the fact it is free (up to 200m of fibre installation) for most residential customers is quite enticing.

“In terms of value for money, fibre broadband and phone can cost you no more than what you pay today,” says Mr Dawson.

To find out more (and to find a list of retail service providers on the Northpower Fibre network) visit the ‘Our Partners’ page: www.northpowerfibre.co.nz. And to find out if fibre is at your door, go to the Coverage tab, enter your address and click on ‘Check Availability’.

Separate to the Whangarei UFB network, Mr Dawson says Northpower is keen to be part of the spread of UFB to more rural towns in Northland.

“We have always had a vision to take fibre into other parts of our electricity network in Kaipara and Whangarei, so we will be putting our best foot forward to be part of the government initiative to build UFB networks in other parts of Northland,” he says.



THANK YOU NORTHLAND

Northpower would like to thank the people of Northland for their ongoing generosity towards our Electricity Rescue Helicopter fundraising campaign.

Northpower contributes an annual sponsorship of \$100,000 and Top Energy a further \$50,000.

As our 2014 annual fundraising campaign came to an end, nearly \$200,000 had been made.

To all of those people who supported the campaign in any number of ways – from locals who recorded radio ads to those people who shared their real life rescue stories with us – thank you.

Your ongoing support makes a huge difference to New Zealand's busiest air-ambulance service.



There are three easy ways to donate:

1. Return your Freepost official donation envelope sent out to all Northland homes
2. Donate at any Northland ASB Branch
3. Internet banking donation to ERH Appeal: ASB - 12 3106 0046000 00

Electricity Rescue Helicopter Appeal

[f/northland.rescuehelicopter](https://www.facebook.com/northland.rescuehelicopter)



\$4.67M RETURNED TO NORTHPOWER CONSUMERS

Northpower consumers received a pre-Christmas gift from the Northpower Electric Power Trust.

All electricity consumers connected to the Northpower lines network in Kaipara and Whangarei could look forward to an \$83 tax free credit on their next power account. The distribution totalled \$4.67 million and was allocated to the 56,337 power installation control points (ICPs) connected to the Northpower network at 6am, December 3, 2014.

NEPT Chairman Eric Angelo says the distribution means the Trust has now given back almost \$93 million to its consumer owners since 1993.

“2014 was a really strong year for Northpower and that is why we are able to share these profits evenly

amongst our consumers. The distribution is from the Dividends the Trust receives,” says Mr Angelo.

“But the really pleasing aspect of this is the great service Northpower provides to its consumers in Kaipara and Whangarei – and you only have to look at the work Northpower did in response to the storms we had to contend with in 2014.

“Northpower has achieved important milestones in 2014 with the completion of the Northpower Fibre UFB network in Whangarei, the establishment of the first electric vehicle fast-charge station in Whangarei and the fact the company was voted Lines Company of the Year for the second time. Northpower is a long term business and its continuing growth and maturity is both exciting and encouraging,” says Mr Angelo.

SMART TECHNOLOGY SHEDS LIGHT

We've been working with the Kaipara District Council and KTL Technologies to install LED Streetlights in Baylys Beach – a project that has national application.

In fact, the town could be the first place in Australasia to have smart street lighting.

Existing streetlights have been refitted with newly developed LED technology, in a pilot project.

The new lighting should mean considerable savings for ratepayers and the council – about 70 per cent in the street lighting power bill and up to 400 per cent in maintenance costs.

The innovative technology can be installed with only minor site work or disruption for residents.

Other benefits the residents of Baylys will enjoy include reduced light “spill” as the light is designed to fall where it is needed.

It also eliminates upward light pollution, meaning the clear night sky over Baylys will remain crystal clear – weather permitting, of course!

Check out this video to find out more: www.youtube.com/watch?v=UcDQtSqsVP0



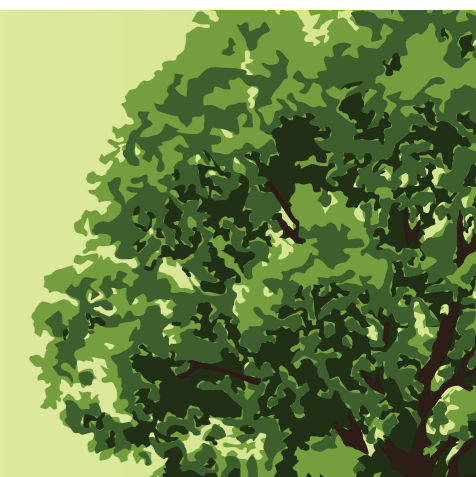
Dargaville's Derryn Cooper has been voted NZ's Distribution Line Mechanic Trainee of the Year at the Connexis Excellence Awards

TREES AROUND POWERLINES

Northpower will continue with its vigorous tree trimming regime to help minimise damage to our powerlines and poles in storm conditions.

We spend more than \$1.6 million annually on tree maintenance and appreciate how well our community works with us on this.

You can find out more by calling our faults line on: **0800 10 40 40** or online at northpower.com/trees



HELPING NATIVE BIRDS RECOVER ... SINCE 1992



Robert Webb and grateful kiwi friend

Rescuing a young kiwi whose foot was caught in a gin trap and helping sea birds blown ashore by strong winds have been just some of the highlights for the Northpower Whangarei Native Bird Recovery Centre.

The centre, founded in 1992 by Robert and Robyn Webb, rescues about 1300 native birds each year. Robyn Webb says the young male kiwi, rescued from a gin trap, had to have a toe removed but recovered well post-surgery and was returned to Kerikeri for release.

The chick was the second kiwi the centre has seen with toe damage. A couple of years ago another kiwi with an injured foot was brought to Robert for help. That bird, given the moniker of Two Toes, recuperated and was then released back into the wild. DoC staff later found Two Toes on a nest with two chicks – a rewarding and happy ending for the volunteers who saved him.

The centre also rescued a dotterel chick, which was returned to Russell for release, and a black-browed mollyhawk similarly rested up at the centre before flying back to freedom.

Another recent highlight was a stay at the centre by a fledgling tui, which was nursed back to good health and then placed in an outside aviary to regain wing strength. The young bird ended up copying two adult tuis, eventually talking just like the older birds.

Other birds cared for recently include harrier hawks, native pigeons, and moreporks. Baby birds that fall out of nests are particularly vulnerable as they may be killed by the fall or start walking around and become lost.

CONTACT

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e: info@nbr.org.nz
www.nbr.org.nz



JESSIE MURPHY

Winner – Supreme Award
2014 Whangarei Youth Awards

Jessie is a dynamic 24-year-old who has worked at People Potential for over two years. Passionate about training and finding people jobs, Jessie has developed excellent relationships with students and employers alike.

Manager Teresa Hill describes her as a “bundle of energy, whose sheer enthusiasm and ability to do whatever it takes to get her students a job means she achieves fantastic results”.

Voted ‘Best Leader’ at a Rotary Youth Leadership Camp in 2014 and now an active Rotarian, Jessie has impressed with her public speaking skills and generous giving of her time to club initiatives. Secretary for Whangarei Blue Light and mother of six-year-old year old Aysha, Jessie is a wonderful young role model.

LEADING BY EXAMPLE

The People Potential team is accustomed to celebrating the success of their students. In the past year some of their own management team have also been recognised, for leadership by example.

People Potential’s Managing Director, Andrea Ross, won the nationwide Leadership Award at the national provider conference of Independent Tertiary Educators of New Zealand (ITENZ).

Tertiary education is a complex and rapidly changing environment in which to lead and manage – one that requires a strong understanding of the nature of tertiary organisations and the policy environment in which they operate – so ITENZ recognises exceptional leadership annually.

Andrea has been part of the leadership team of People Potential since 1994.

Her role includes overall responsibility for implementation of all operations, including organisational leadership, strategic planning, governance, financial and resource management, staffing, programmes, learners, quality assurance/assessment, agency relationships and contractual obligations. That’s a big, big workload – but Andrea thrives on challenges.

In addition to leading the successful team at People Potential, Andrea also makes a significant contribution to the Whangarei and Northland communities, with a key focus on the provision of opportunities for their students.

She has dedicated over 10 years of service to Blue Light, which works closely with New Zealand Police. In 2013 Andrea was awarded the Blue Light Patron award and a scholarship to Outward Bound.



Andrea Ross

Blue Light co-ordinator Marnie Reid says: “Andrea shows absolute dedication to empowering not only youth, but all people. She is positive all the way and is a significant and truly valued member of Blue Light and the community.”

One of Andrea’s current projects is to make it easier for all members of the community to hold a driver’s licence. She spearheaded People Potential’s move to fully fund driver’s licences for students and pay for a staff member to become a certified AA Driving Instructor, while developing a relationship with Whangarei South Rotary Club; providing company vehicles to provide mentor drivers for students who don’t have a suitable driving instructor or access to a suitable car; and delivering Learner Licence and Restricted Licence programmes to provide comprehensive road code training.

Seeing leadership by example not only achieves great things for students, it inspires them to take on leadership roles themselves.

CONTACT

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www.peoplepotential.co.nz



LATOYA HOOD

Finalist – Empowerment category
2014 Whangarei Youth Awards

Latoya is a coach at Youth Service, working with 16 and 17-year-olds to help them gain a Level 2 qualification. Latoya is always prepared to go the extra mile to help her clients.

Nikki Hawes, Manager of Youth Service, says: “Latoya gets brilliant feedback from her clients and other training providers in Whangarei.”

Her contribution to the Whangarei community has been outstanding through the RAID movement against Youth Suicide. Latoya was also instrumental in setting up ‘Pepi Pride’, an initiative which redistributes baby clothes to those in need.

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Get ready for Health and Safety reform

The biggest changes to hit Health and Safety in over 20 years are imminent – what's it all about and how can you prepare your business? StaffCare, Northland's largest Health and Safety company, is helping businesses answer the questions.

Q: Why is the law changing?

A: The Pike River Coal Mine tragedy was a real wake-up call for Health and Safety in New Zealand. The deaths of 29 miners resulted in an Independent Taskforce and a Royal Commission of Enquiry to find out what went wrong and what needed to be done to avoid such catastrophes happening in other industries.

The Health and Safety Reform Bill is only one part of 'Working Safer' – a major package of changes that has already started with the establishment of WorkSafe New Zealand. Once the Bill becomes law, replacing the Health and Safety in Employment Act, a new focus will touch all of our businesses.

The government's target is very clear: Reduce work-related fatalities and serious injury by at least 10% by 2016; and by 25% by 2020.

Q: Who will be responsible for Health and Safety?

A: There is a new definition for a 'person conducting a business or undertaking' (PCBU). The PCBU concept is a key part of the new regime – making sure that Health and Safety responsibilities lie with those people in the business who are in the best position to control the risks.

There will be little change for small to medium-sized businesses.

For larger businesses, the obligations of principles and companies that sub-contract are clearer and your Health and Safety obligation cannot be contracted away.

Workers are covered no matter what the working relationship – but this will soon cover much more than the traditional employer / employee type relationship. Known in the new act as 'upstream parties', those involved in the supply of goods and services will have more explicit obligations relating to things they can control. This applies to the likes of designers, manufacturers, importers and suppliers of plant.

Q: Will fines be much higher?

A: Yes. There will be a significant increase in maximum penalty levels, designed to deter people from breaching their Health and Safety duties.

It is expected that there will be a number of categories and levels of potential fines, depending on what the failure is and whether the responsibility lies with the PCBU, the worker or a body corporate.

This could range from \$50,000 for a worker who fails to comply with their Health and Safety duty, up to \$3 million for a body corporate convicted of reckless conduct that has exposed someone to a risk of death or serious illness or injury. These fines could also include a jail sentence of up to 5 years. The current maximum penalty is \$500,000 and 2 years imprisonment or both.

Q: Where is a good place to start getting ready for the changes?

A: Many of the basics of good Health and Safety practice will still apply. Have you identified the risks and hazards in your business and how do you keep this information up to date?

Do your staff have the right skills and training to safely do their jobs? Are you actively monitoring their exposure to risk (including health risks)?

Our Advisors can assess your current Health and Safety systems and help you develop a plan to close any gaps.

Dr Bruce Gollop provides specialist occupational health medical advice. Our team of Occupational Health Nurses work throughout Northland to ensure you are actively monitoring health risks that may affect your staff. This includes a full range of health surveillance – drug testing, vision screening, hearing tests, lung function, noise testing, relevant vaccinations, range of movement, skin checks and more.

Without a pre-employment health check you will have no way to prove that any injuries or illnesses were not caused by the hazards present in your workplace. It is more important than ever that you establish a baseline of key medical information for your staff and to actively monitor this over time.

Call today for an obligation-free discussion.

CONTACT

p: 09 438 8324
a: 144 Bank Street, Whangarei
e: info@staffcare.co.nz
www.staffcare.co.nz

Caring for the Health & Safety of your Staff
StaffCare Ltd
Manaki Nga Hauora Mete Oranga Mo Nga Kaimahi

A SKILL of BALANCE

KATE MALCOLM from Dive! Tutukaka says you can have an awesome adventure while staying safe. It's a matter of balance, accountability and integrity.

In a day and age where bureaucracy and red tape and busy chaos threatens to challenge the barefoot freedom of a Kiwi summer, it is important to maintain a balance in the true reality of our lives.

Walking barefoot down Matapouri Bay with a freshly rolled and dripping ice cream in our hands, we are still in wi-fi connection – still 'Snapchatting' and communicating with the planet in a wider sense. We carry a lot with us these days – in an iCloud above our heads.

The balance of being here in this very moment and immediately present, whilst still having a foot in other worlds, is a skill of balance.

Whether in the wireless world, or this literal one, our relationships are equally as important and it is still about caring for people. Holding that balance is vital – as it still defines us, and our equilibrium.

The latest Adventure Audits and requirements of the new Health and Safety Act re-enforces that need for balance – to maintain a great adventure and experience that is not so sanitised that it is lacklustre and tasteless, to gift an experience that challenges but is safe; to wrap up the excitement with laughter, and moments to remember. To be safe. And to be accountable. It's about having integrity. For us, our Audit is a signal that we do care, and we are accountable. It means it is important to us to look after each other; our team, our crew; our customers; our people. Te tangata, te tangata, te tangata.

One of the biggest joys I get from working in this wonderful coastal environment is the balance of a modern business, in a small coastal village – we are successful and we are employing local staff. That is really important to us.

I love seeing staff grow and move through their lives.

I love seeing customers come back from a day at the Poor Knights with their individual souls touched.

The Poor Knights offers a chance to re-connect and to get that equilibrium re-aligned.

CONTACT

p: 09 434 3867
a: Marina Road, Tutukaka
e: info@diving.co.nz
www.diving.co.nz

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StaffCare Nursing Team: Amarlee, Nikki, Raewyn, Steve, David, Elaine, Mary (Director), Jenice, Maree



With more than 100 programmes on offer, ranging from certificates to diplomas to degrees, NorthTec gives its students the skills they need to succeed

NorthTec graduates have a head for business

While business owners in Whangarei come from a wide variety of backgrounds, there are several with one thing in common – graduating from NorthTec, Northland’s largest tertiary education provider.

ALEX DALGLEISH – FAST SIGNZ

Applied Arts graduate Alex Dalgleish has gone from being a junior signwriter to co-owning a company which does business all over New Zealand. After graduating he joined Fast Signz as a signwriter, and then bought into the business. Notable projects include the Whangarei Pak’n Save rebrand and signage for SeaLink NZ ferries.

Alex says his experience at NorthTec was “unique” in forcing him to form his own opinions. He said: “Northland is a unique place and NorthTec reflects that. We weren’t just a number, like you might be in Auckland or Christchurch with thousands of students.

“We had great, supportive tutors and our group was supportive too. The students ranged in age from 20 to 50 – we were like a big family and we still keep in touch. We forged connections that have really lasted.”

CAROLINE ERCEG – RUDOLPHS LTD

Rudolphs is a successful abrasive blasting and coating operation, with bases in Whangarei and Ruakaka. Co-owner Caroline Erceg says the company put the majority of staff through health and safety training with NorthTec, because safety is so critical to their business.

She said: “We believed that if we got health and safety right this would have a flow-on impact into ensuring other business and workplace processes also succeeded. We have seen significant



Alex Dalgleish



Caroline Erceg



Dwight Shepherd

improvements in various health and safety performance indicators including general participation, incident and accident results, and number of lost time injuries.”

The training provided by NorthTec’s Safe Trades department, which was tailored to meet the company’s needs, has “worked brilliantly” for Rudolphs, with evening classes scheduled around the company’s deadlines. After such a good experience, Rudolphs has also chosen to send staff to NorthTec for first line management training.

DWIGHT SHEPHERD – ABSOLUTE CATERERS LTD

A flair for cooking inspired former builder Dwight Shepherd to swap bricks and mortar for a pestle and mortar. Dwight was encouraged to follow his heart and study hospitality at NorthTec. The talented chef found he also had a head for business.

At NorthTec Dwight found tutors who shared his passion and were keen to pass on their knowledge and skills. He says: “They were very inspiring. They always took the time to make sure we understood what we were learning, and they were very approachable.”

He and wife Renee started their own hospitality business, which they have built up to become Absolute Caterers Ltd, covering all events at Toll Stadium and providing a general catering service. Dwight said: “My advice to anyone who wants to cook is to come to NorthTec and study hospitality.”

CONTACT

p: 0800 162 100
www.northtec.ac.nz



They can cater for absolutely everything

These homegrown and home-trained caterers welcome big challenges. Dwight Shepherd, owner of Absolute Caterers, seems to thrive on them.

Challenge No 1: Cater for a five-course, table-service wedding feast for 128 people at a luxurious Matakana mansion, 110km away from ‘home base Whangarei’. Your team of chefs and wait-staff must work discreetly and professionally from 100 metres away, shuttling back and forth over two levels of terrain with delectable food and beverages.

Mission accomplished.

“The trick is how you go about solving all challenges so they get managed competently. Most of the time our clients don’t even become aware of them. And they don’t want to know! They’re paying for a service and our mission is to give them the best. That’s our motto: Expect the best!”

Challenge 2: Prove to the organisers of a world-class event that you can supply food and beverages for 16,000 people at Toll Stadium, your home base. Including a full buffet for 530 in Corporate Lounges and Suites on Levels 2 and 3. By no means an easy task. Oh, by the way, you’re being assessed at this event by organisers of a future world-class event.

“As you know, Whangarei hosted a world-class game in early November last year, so the event organisers showed confidence in us as caterers. The day was a huge hit, despite some challenges. You have to be able to deal with the unexpected. There’s always room for improvement. At this game only light-alcohol beer was served to the general public; that wasn’t universally applauded, but it was a requirement of our contract. And we do see the value behind this.”

Being able to solve challenges and adapt quickly and successfully to changing circumstances is helpful in other ways, too.



Venue: Villa Ti Point, Matakana Coast

“Change is not just good – it’s great. It’s how we evolve and mature, as individuals and businesses. I like to think we can do absolutely anything!”

Dwight Shepherd



Shepherd re-jigged management responsibilities late last year. Instead of doing the obvious – replacing ‘like with like’ – Shepherd detected another golden opportunity.

“Shannon Hauraki, our Head Chef, jumped at the chance to broaden his management experience, so he’s taken on the role of GM across the whole business. In turn, that allows me to focus more on strategic planning for the mid-long term.

“Shannon’s out of the kitchen a lot more and managing more people, while still having overall responsibility as Executive Chef. And that’s great for his career.”

To fill the void in the kitchen, Absolute Caterers has appointed George Seymour as Head Chef.

“George is vastly experienced – in fact, Shannon learned a lot in his early years from George when they were both at the Copthorne (Waitangi). It’s really good for Absolute Caterers to have a pair of superb chefs who trust each other and work well together.”

Having that positive attitude to change is clearly a key component in this successful business.

“Change is not just good – it’s great,” says Shepherd. “It’s how we evolve and mature, as individuals and businesses. I like to think we can do absolutely anything.”

CONTACT

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e: info@absolutecaterers.co.nz
www.absolutecaterers.co.nz



Photo: Jason Milich Photography



NORTHLAND BREWERIES

Premium on-site micro-brewery producing the finest craft beers.

The Brauhaus is a haven for beer lovers with well-crafted 100% Organic beer and a relaxed atmosphere.

The Brauhaus Frings has also become a haven for families and music lovers as well as beer enthusiasts, as it combines well-crafted organic beer with a relaxed, informal atmosphere – making it an ideal place to sit and unwind.

BEER GARDEN AND "THE HUT"

The Brauhaus Frings outdoor area is so popular with the punters that the team decided to give it a humongous makeover.



With brand new tables and a spunky new stage, The Hut is perfect for all seasons. The Beer Garden was given a makeover with the addition to the family 'The new Pizza Oven', brand new tables, new shades and a dashing new paint job. The makeover has been so extensive, if you haven't been to Brauhaus Frings lately you'll be pleasantly surprised when you drop in. The Beer Garden and Hut are the perfect places to relax, unwind and let the good times roll.

With outdoor projectors and a TV for watching live sport, Brauhaus Frings is the perfect venue for every occasion.

Brauhaus Frings try out new recipes, ideas and ingredients with their Seasonal Beers.



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www.frings.co.nz

09 438 4664



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Q IS FOR QUALIFIED

Kick-start your career by coming to People Potential, where you can learn a variety of qualifications from Level 1 to Level 6. One of Northland's largest tertiary training providers, People Potential's management team lead by example – with a 'can-do' attitude!

Handily located in Keyte Street (off Kamo Road), the campus offers fee-paying courses in Information Technology (IT), Hairdressing and Hospitality.

Information Technology programmes are focused on students achieving international certifications including CompTIA A+, Microsoft Certified Solutions Associate (MCSA) and Cisco Certified Network Associate (CCNA). Certifications are highly sought-after by many industries. Graduates can look forward to starting a successful career in IT.

The programmes introduce students to the fundamentals of computers through safety practices, building a new computer, installing operating systems, problem-solving and 'trouble-shooting' when things go wrong. Students then progress through Server Management using Microsoft Server 2012 Technologies and cutting-edge virtualisation technology, ending with local and wide area networks using high quality Cisco-specific hardware and software.

"Students have greater opportunities to enter the industry at a higher level and take credible, recognisable qualifications to the workplace," says tutor Anthony Poa.

In **Hairdressing**, they work with fulltime students from Pre Trade Certificate Level 3 through to Advanced Certificate in Hairdressing Level 4 and apprentices who work fulltime in salons to help them in becoming fully-qualified hairdressers.

People Potential courses teach a wide range of skills, from shampooing and styling to advanced colour and chemical work such as straightening – all completed in a purpose-built salon onsite.

Tutor Lisa Blagrove says: "It's great to be able to pass on the skills I've learnt over the years and see students develop their own style and flair."

"We love watching their careers grow, hearing about their success in national competitions and owning their own salon."

Hairdressing is not just about working in a salon. There are many opportunities to get involved with fashion shows and competition work. Students are encouraged to participate in events like fundraisers, fashion shows, creative exhibitions and regional competitions.

The fulltime **Hospitality** Level 3 Certificate students get to experience a wide variety of skills, including coffee making, customer service, serving at functions and the Licence Controller qualification.

Hospitality is one of Northland's most important industries. It is an exciting, vibrant, ever-changing environment that can open many doors. These courses provide students with everything they need to work in a café, bar, club and event centre.



Yes You Can
People Potential offers fee-paying courses in Information Technology, Hairdressing and Hospitality



Anyone who enjoys working with people should consider this career choice. Northland needs enthusiastic people to ensure the continued success of the industry. Hospitality tutor Shona Meyer has a wealth of knowledge about her industry and her enthusiasm is infectious.

"Students are able to get plenty of hands-on experience so when they enter the industry they are ready," she says.

"You will see People Potential hospitality students working behind the scenes at a number of Northland's most important events, such as Westpac Business Excellence Awards and the charity fundraiser Relay for Life."

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MP Kelvin Davis with Manuera Tohu of Oturei; at the Glenbervie School fun run; and cycling the Te Pou Herenga Tai trail



Good changes come from positive action

Kia ora koutou and salutations to you all. I hope that you have enjoyed some well-earned time with family and friends during the gorgeous summer holidays, when we all celebrate the season of goodwill.

As I prepare for what will be an extremely busy year, the potential of Whangarei – its richness and diversity of people, activities and opportunities – is top of the agenda. **I want to make a difference.**

Last year I campaigned on four priorities: education, the Te Tai Tokerau economy, Te Reo Māori and the elimination of sexual violence and domestic violence.

Sexual violence and domestic violence are the number one drivers of youth suicide. They are also drivers of poverty and the incarceration of our people. Those issues will be at the forefront of my thinking for the next three years, but over time I'm sure other issues will emerge. For now my mandate from the people of Te Tai Tokerau is clear. They want to see me make a difference in those areas.

We know education is the pathway to Māori success, and that is education in the broadest sense. Improving job options to ensure people can pay the bills is another priority. We want to talk to businesses, contractors and wage workers and hear how best New Zealand can move forward together.

With the recent re-shuffle of the Labour team I am now also spokesperson for Police, and Corrections, with associate portfolios in Regional Development, Justice and Māori Education.

My priorities are all about the people. As we say in Māori – "He aha te mea nui o te ao? He tangata, he tangata, he tangata." What is the greatest thing in the world? It is people, it is people, it is people.

I intend to make a tangible difference in the lives of our people and be able to measure the difference.

I know it won't be easy and I will not use the excuse of being an opposition MP if I don't achieve positive change. I have been told by our people that politicians across the House need to put aside their differences and just get on with helping the people.

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Kelvin DAVIS
MP for Te Tai Tokerau



Labour

Authorised by Kelvin Davis, Parliament Buildings, Wellington

Get Going with Leslee

After starting her real estate career in 2007, Leslee's perseverance and dedication has certainly paid off.

As one of Barfoot & Thompson Whangarei's top performers, Leslee Going would be one of the hardest-working salespeople you will ever meet.

Her commitment to caring, her down-to-earth nature, and making sure that at all times she is doing what is best for her clients are important parts of who she is.

Leslee's career is made both rewarding and interesting by working with people from all walks of life. Her genuine love of helping people and going the extra mile makes a big difference in the lives she touches.

Negotiating, problem-solving, vast experience and positivity are some of her strengths that help clients achieve the best results, no matter what market they are selling in.

Prior to joining the real estate industry here in 2007, Leslee worked for several years at Northland Polytechnic, including work placement co-ordination.

"That taught me a lot about how to deal effectively with people from all sorts of backgrounds. It's all about making the right connection, so you can build a great working relationship."

On the move? **Get Going!**

CONTACT

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www.barfoot.co.nz/Whangarei

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Wayne and Hans

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Boris and Julie



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IKA Scuba Diving programmes are delivered by Cornerstone Education - a registered and accredited NZQA education provider.





BDO – A DISTINCTLY DIFFERENT ALTERNATIVE

Getting out with gumboots and spades isn't necessarily what you'd expect of a chartered accounting and business advisory firm. But, for BDO Northland, working in the community and working closely with our clients forms part of building rapport and supporting a healthy local economy and culture.

The BDO Northland team recently got stuck in with gloves and clippers to spend an afternoon maintaining plants for one of their clients, the Bream Head Conservation Trust – an award-winning, Not For Profit (NFP) organisation for which they also provide audit services.

BDO Northland's community focus is strong across the region, the principal sponsor of one of the region's biggest drawcard events the BDO Cycle Tour of Northland, as well as supporting numerous other events such as the Ngapuhi Festival and the Northland Art Awards.

"We see these aspects of our region as critical to the wider economy, building our identity and community. As accountants and business advisers, it makes sense for us to get in behind and support what is good for the region," says Partner Scott Kennedy.

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www.bdo.co.nz

While BDO Northland is a relatively new name in the region, its roots are well established, having grown out of the recent merger of two strong local firms, Kennedy Allbon Tane and BDO Bay of Islands.

BDO Northland now services clients across the region from its offices in Kerikeri and Whangarei with a team of 32 staff and five partners shared between the offices. Adelle Allbon and Scott Kennedy work out of the Whangarei office with Robyn Terlesk, Angela Edwards and Mahmood Khan from the Kerikeri office.

As well as core services of accounting, tax and business

advisory, BDO Northland's speciality services include Audit, Maori business and the Not For Profit sector. Angela Edwards of Kerikeri has recently been appointed to the local leadership team of Chartered Accountants Australia New Zealand. As part of this role she is passionate about establishing a sector group for Maori Accountants and to provide specialist support for Maori business.

Audit services and NFP accounting are two areas currently subject to change and increasing regulation. BDO Northland has this covered, being the only licensed audit firm north of Auckland. They recently set up a team to specialise in assisting NFP clients to transition to the new accounting standards. The demand for conversion to Xero accounting solutions also remains strong.

A key point of difference with BDO Northland is that it is the only firm in the region backed by a national and international brand. This means its clients have access to the resources and connections of BDO New Zealand's network of 15 firms from Invercargill to Northland and more than 1,300 BDO firms worldwide. From a practical perspective the support and expertise that can be extracted through the network is invaluable, especially when clients face technical or unusual circumstances.

Irrespective of this national and global reach, BDO Northland remains firmly locally owned and operated, keeping its trusted personal and practical approach to working with clients.



From left: Robyn Terlesk, Scott Kennedy, Adelle Allbon, Angela Edwards, Mahmood Khan



OUTSTANDING Website Design

With a history of 28 years in Whangarei, Jeff Oliver Print (JOP) has firmly established itself as the best equipped printing factory in Northland. Offering marketing advice, distribution, graphic design, printing and now websites, you can trust this group of experts to lead you in the right direction for your business needs.



So now you can turn to Monster Graphics at JOP for websites, web hosting and graphic design as well as printing. Run by Dean Oliver and original owner Judy Oliver, plus their impressive team at 24 Walton Street; you can expect the same great service and advice with websites as they have done with printing for years.

Monster Graphics was established in 2008 and quickly built a reputation for effective websites with a fresh and innovative look. This tradition carries on today with the formidable technical skills of web developer Tamara Pearce, and the creative graphic design skills of Rob Farrier. Tamara's experience with custom web development makes her a huge asset to the team. With over 12 years' experience in the industry, web design guru Rob has worked with international companies such as Air New Zealand, Apple, BMW, HP, Motorola, Fujitsu and Haier. The technical expertise of Tamara and the high calibre of Rob's design skills certainly give Monster Graphics at JOP a leading advantage.

Monster Graphics at JOP can customise a website package to suit your needs and your budget. They offer custom design and build of websites as well as low cost template options.

All websites are CMS which allows you to have full editing capabilities, and your training is provided free of charge. With regular reporting to give you feedback, Monster Graphics at JOP will assist you in making sure your website is delivering results.

In today's technology-filled world, it's no secret that websites are a vital part of your business. According to the Nielsen Online Retail Report, 41% of smartphone owners and 58% of tablet owners have made a purchase via these devices. This statistic shows the importance of your website being responsive! A responsive upgrade reconfigures the view to be more user friendly on all mobile devices and means no more swiping across, zooming in or any other tricky finger movements.

Now that Monster Graphics is at Jeff Oliver Print, it makes it even easier for you to keep all of your graphic design, printing, distribution and websites under one roof. This Whangarei business is growing faster than ever, and is keeping up with the times by offering services and advice in all the right places.



Contact us today!

0508 MONSTER (666 783)
monstergraphics.co.nz



In 1990 Stephen and Julie Gillingham introduced House of Travel to Whangarei, along with a team of just two consultants.

In the ensuing 25 years they have been totally committed to providing the people of Whangarei district and Northland with the most professional advice available anywhere in New Zealand.

House of Travel now has a large team of experienced and award-winning travel professionals, specialising in leisure holidays and group travel, whose mission every day is to work alongside customers to create enriching holidays which are great value and will provide memories that last a lifetime.

Owner Stephen Gillingham says they help clients travel the world on the most amazing journeys – from river cruising in Europe to family holidays in the South Pacific, and everything in between.

House of Travel consultants provide travellers with expert advice on passports and visas, currency, travel insurance, sightseeing options, cuisine, local

customs, language and culture.

Retail Manager, Melanie Schonewille says the HOT team works with all airlines and many suppliers, sourcing many deals not available online. Having expert advice not only saves time and money, it brings peace of mind – invaluable, whatever the duration or destination of the trip.

If you have yet to experience the House of Travel difference, call in and see why HOT was voted NZ's best travel agency brand in 2014. If you can't make it in to the spacious and refurbished Whangarei office, House of Travel will dispatch personal travel manager Andrew Phillips to come and see you at your place.

CONTACT

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www.hotwhangarei.co.nz

TWENTY FIVE YEARS OF HOT WHANGAREI

TESTIMONIAL FROM NORTH HAVEN HOSPICE



"House of Travel is always very willing to support us at North Haven Hospice throughout the year. Their team provides much appreciated help during our annual Hospice Street Appeal in May each year and have given of their time and themselves to help with judging and duties at our end-of-year 'THANK YOU' party for more than 270 Hospice volunteers."

Leonie Gallaher
General Manager, North Haven Hospice



Back: Andrew Phillips, Valerie West-Hill, Kristy Whitaker, Stephen Gillingham, Sharon Waipouri, Dorothy Bruce, Melanie Schonewille
Front: Arden Hermans, Alysha Gillingham, Trudi Huys, Jan Cook, Jan Crisp, Anne Millard

LIFE CHANGING Experiences

A Whangarei-based travel company specialising in educational tours overseas is working with over 50 schools from all over New Zealand.

Owned by Stephen Gillingham and based at House of Travel Whangarei since 2004, the team of experienced group consultants at Defining Moments are now one of New Zealand's leading educational travel providers, planning overseas trips that cover History, Languages, Classics, Geography and Arts.

Groups Manager Kristy Whitaker believes part of Defining Moments success comes from high investment in the resources they have put together to ensure teachers are well supported and get to enjoy planning the trips. They also extensively research each of the destinations to ensure the best learning experience can be achieved for each group.

For example, Stephen and Kristy recently spent a week in northern France and Belgium (see photo, below) researching sites relevant to New Zealand's participation on the Western Front in WW1.

Arden Hermans, one of their Group Consultants, was recently in the UK inspecting unique visits for students. This research ensures Defining Moments can create itineraries that are unique, curriculum-relevant and represent great value for money.

Stephen says the name Defining Moments encapsulates what students experience – perhaps at a place or event, such as the Last Post ceremony at the Menin Gate in Ypres, or a human experience like being at a church service at Ebenezer Baptist Church in Atlanta with Martin Luther King's sister; or spending time with children at an orphanage in Vietnam.

In 2015, Riccarton High School students will travel to Vietnam; King's College in Christchurch head to the USA to study Civil Rights; Tauranga Girls College head to Russia and Poland, and Epsom Girls Grammar will experience Gallipoli and the Western Front.

These are just a few of the many examples of journeys planned by Defining Moments.

They invite any school teacher (or student) to contact them to find out what is possible. You will be glad you did.

CONTACT

p: 0800 304 382 or 09 430 1440
a: c/o House of Travel, Whangarei
e: dmt@hot.co.nz
www.definingmoments.co.nz



Defining Moments



Alysha (front centre) with Kamo High School history tour 2004

CARPE DIEM – SEIZE THE DAY

Alysha's Story

It all started in 2004, as a teenager at Kamo High School. Like so many of my fellow classmates, I wanted to "travel the world one day".

At the time, I was studying towards my NCEA when an opportunity presented itself to go on an Educational Tour to Vietnam with Defining Moments. History was one of my subject choices and we were studying the Vietnam War.

The tour went for 14 days, starting in the North and travelling down to South Vietnam. Highlights included visiting Ho Chi Minh's Mausoleum, the DMZ, Citadel in Hue, Vinh Moc and Cu Chi tunnels, Hanoi Prison, Mekong Delta Home Stay, and visiting a local school.

We tried new food, learned a new culture and I found that the history really came to life. It's one thing to learn in a classroom but it's another thing completely to bring the classroom to life. And that's exactly what happened on this trip.

Going on this trip was easily one of the best decisions I could have made. Not only did it offer a first-hand insight that no textbook could offer, it gave me a true appreciation and understanding of what others have experienced and sacrificed. We as students in New Zealand read and learn about the Vietnam War, but the people of Vietnam had to experience and live through it.

Ten years later, I still look back on this educational tour as one of the highlights of my life. It gave me so many life lessons that I have carried through into adulthood. It gave me my true inspiration towards travel as a career and opened my eyes to see that the world is such a big place and any chance you get to experience and understand it, you should.

For any student considering an opportunity like this, I encourage you to 'seize the day' with both hands! I can assure you it's one of the best experiences you will ever have.

Alysha Gillingham
Groups Consultant

Letter from Rarotonga

Grant and Touz Wilson here from the beautiful island of Rarotonga, where we're living and working the dream!

Well, it didn't take long before Touz got me back working – if you can call it work. My office is at the wheel of our 30ft purpose-built charter boat **Black Watch**. The view is always great – fishing for Mahi Mahi, Wahoo, Tuna, and the odd Marlin jumping on the lures. We've caught up with a lot of the team from the old home town already and made many more friends here from all over the world.

After 12 months, Touz was getting a little bored just looking after me and making food for our charter customers so we purchased a beautiful property minutes from the harbour and town and have converted it into a boutique fishing lodge called GT's. The property is on 3000m² of land with lots of palm trees, hibiscus, gardenias, and local tropical fruit trees and tropical gardens surrounding it. We have a huge swimming pool; the guest accommodation comprises 3 double bedrooms, with ceiling fans and air-conditioning, two bathrooms, three toilets. The guest lounge has Sky TV, music, library, Nespresso coffee, bar fridge, etc. Our guests enjoy a fantastic tropical breakfast daily on a fully covered deck.

GT's Lodge takes only one group of up to six guests at any one time; they have their own decks, BBQ area and full use of the grounds and pool. The property is completely private – just the place to fish, relax and indulge. We are online at www.rarotongafishinglodge.com and getting bookings for the year ahead.

Rarotonga (known as the 'big' island) is certainly a great place to visit. We have cheap duty-free, use NZ dollars, and while some products are more expensive due to having to be flown in (eg milk and other dairy), most other things – fresh fish, meat, veges, etc – are very competitively priced. So there is no need to pack that extra chilly bin ... **UNLESS YOU ARE BRINGING US PAUA AND WHITEBAIT!!**

There are a lot of attractions here for people who want to get 'out and about' and experience the island. Do as much or as little as you like. Golf, fishing, diving, snorkelling, shopping, cycling, island walks and tours, cultural shows and much more. Or just chill out and recharge the batteries beside the pool with a good book and a long cool drink! There is certainly no 'hard sell' from the locals over here, and the Saturday markets are always a must-see before you head home ... **LOOKING FORWARD TO SEEING YOU HERE!**



Moore value for your motoring

Stephen and Christine Moore have come a long way since establishing a used car yard, importing directly from Japan in 1999.

In 2006 Stephen and Christine saw an opportunity with the KIA brand and moved their business into new cars to complement the used car side of things. They were subsequently offered the Isuzu Ute franchise in 2010, which they willingly snapped up.

Stephen maintains that there is no substitute for quality. Both Kia and Isuzu offer exceptional quality and value. When combined with the relaxed, no-pressure environment Moore Cars is famous for, it all adds up to a very pleasant buying experience. "Our customers are our friends. We spend more time drinking coffee and yakking than actually doing any work," laughs Stephen.

He is quick to point out that they do not sell cars; rather, their customers buy cars.

The difference is clear when you visit the Port Road dealership.

"We listen and guide you, based on your requirements. The quality of Kia and Isuzu is assured, so we can advise you with absolute confidence, but at the end of the day the decision is entirely yours." Stephen goes on to say:

"It serves no purpose to push anyone into a vehicle that is not right for them. Our reputation is far too important for that.

And besides, we can always use more friends to drink coffee with! Our point of difference is clear. We are just like you, just us and local. That's it."

Moore Cars – Northland Kia and Isuzu Utes is located just down from the Warehouse at Okara ... hope you like coffee!



CONTACT

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www.moorecars.co.nz

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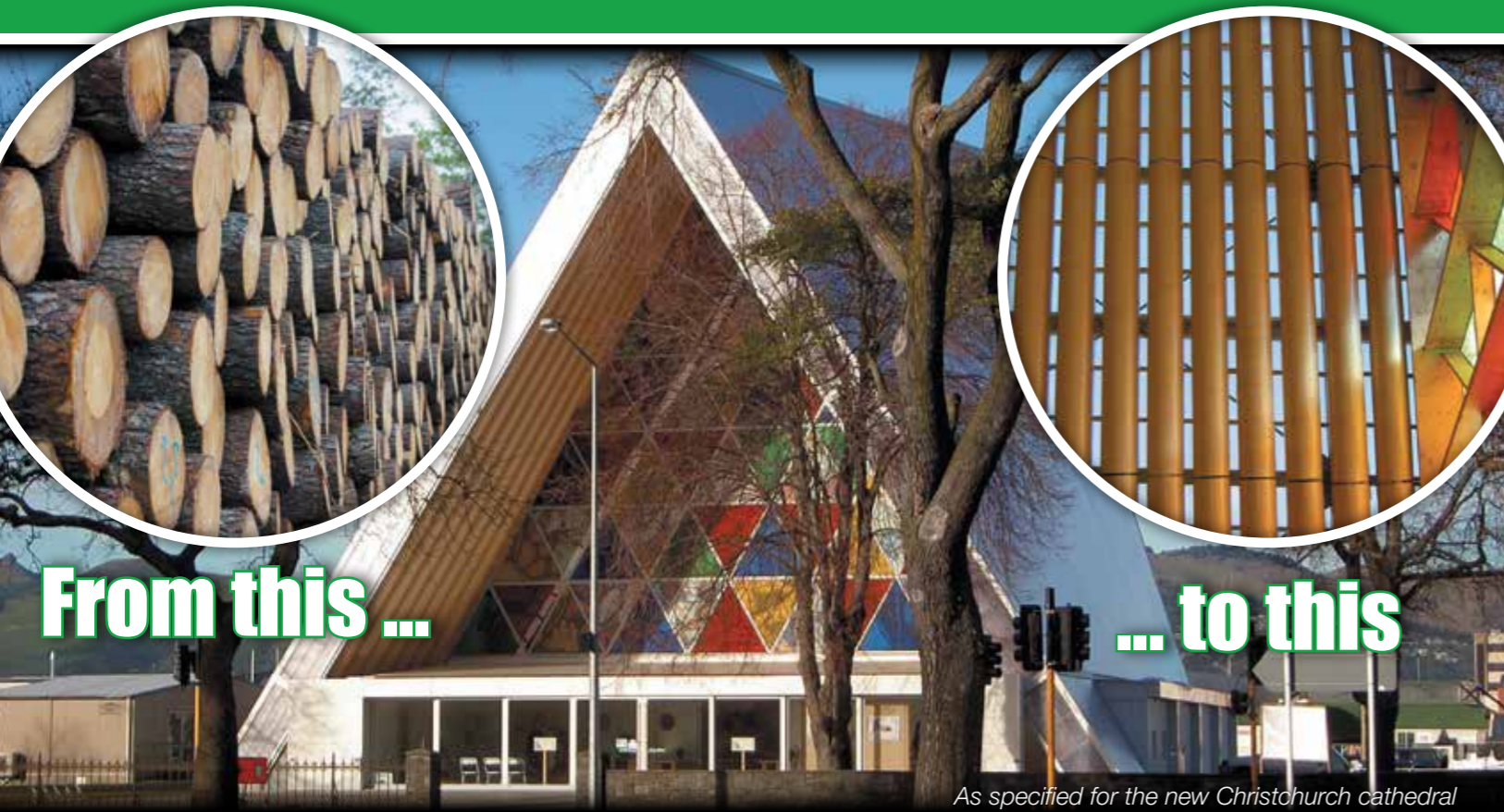
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NORTHBEAM

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As specified for the new Christchurch cathedral

Northbeam timber beams from Northpine are made exclusively from pine grown in Northland because it is **stronger, denser and stiffer** than pine grown anywhere else in New Zealand.

The natural first choice for specifiers, Northbeam's SG8-verified timber beams are available in lengths up to 7.2 metres. They enhance the elegance and aesthetic charm of your building in ways that cannot be replicated by steel or other materials.

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HANDLING STRESS

Northpine director BRUCE LARSEN explains in layman's terms how timber is graded for stiffness and strength.



Q: How is the timber we use for structural purposes and framing grade assessed?

A: Each piece of timber is tested and sorted as it passes through a high-tech acoustic machine to measure its stiffness. The timber is also visually assessed to downgrade pieces with defects such as oversize knots and wane, and excessive distortion or warp. Compulsory stress grading was introduced in 2004 because of concerns about the practice of harvesting Radiata pine trees at a relatively young age. The density of the timber had been found to be variable, with uncertain strength and stiffness.

Q: How does the machine stress grading work?

A: Structural products are tested to ensure conformance with NZS 3622:2004. This testing regime is independently verified by a third party accreditor. Northpine uses Graderight, who monitor and audit about half of the producers of verified structural timber in New Zealand. It ensures that timber producers are complying with testing and branding requirements and that the timber is fit for purpose. In simple terms, our own quality controls are regularly checked off by others, so you don't just have to take just our word for it!

Q: How does the modern SG8 system compare with the traditional Frame 1 timber older people know?

A: This is a can of worms! The Frame 1 grading system served its purpose well for many years. However, the changing face of forest growing and available technology has caught up with the industry.

For example, when I joined the industry 30 years ago, the average age of tree harvesting was 35 -40 years old and now it is 26-28 years. So on average the timber is less mature and therefore doesn't have the same consistent properties that it once did. Likewise, much of the mature forest land was located in areas with harsh soils and harsh climates. Now much of the harvested land is ex-farmland and much more fertile.

Research has shown that with all this variability, visual timber features no longer gave an accurate measure of strength and performance.

HOW NORTHPINE SAVED SANTA

Fraser from Carters in South Auckland rang Northpine's Northbeam plant in Silverdale at 2pm one day in early November with an urgent order. He needed to pick up 40 pieces of 250x75 pine cut to 1 metre lengths.

Why the urgency? He said only: "It's for Santa."

All went well. He drove in and picked up the timber at 4.45pm. When asked what he meant by "it's for Santa", he said he was taking it direct to Queen Street so they could put up the Farmers Santa at 5am the next morning!

The super-strong Northpine blocks were for attaching Santa to the building.

And that's how Northpine saved Santa!



Technology allows us to measure how each board will actually perform. In effect the SG8 system works on 'fitness for purpose', not on how pretty the board is.

Q: But surely knots affect the timber performance?

A: Not nearly as much as people think. In Radiata pine knots may account for up to 40% of a piece of timber's strength.

Other factors (density, moisture content, sloping grain, etc) account for the rest. Because Northland has very high density, our timber can have quite large knots and still meet the performance criteria. People who've grown up with the Frame 1 system and are not aware of the performance characteristics of Northland pine just can't understand this.

Q: How strong is Northland timber?

A: Each piece varies, that's why there are all the checks and balances in place. But I can say that we run an education programme for Merchants and Builders and we manage to give them a hell of a surprise when we demonstrate on our test rig. The standard 4x2 (90x45) framing timber has to withstand a stress of 350kg. We take 'rejects', drill a few holes to weaken them further, and still achieve 3 to 4 times this standard. Pine definitely grows stronger in Northland.

Q: Can you give some examples of Northpine timber in use?

A: The new 'Cardboard Cathedral' in Christchurch, where Northbeam supplied the purlins for the roof. And here in Waipu, where Northpine and the local ITMs supplied the framing timber for the new Celtic Barn as part of their community support programme. It's a case of Northland timber in what will become an iconic Northland building.

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NORTHPINE
GROWING
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Waipu's new Celtic Barn



Show Homes

7 Waitemata Drive,
Marsden Cove, Ruakaka

6 Admiralty Drive,
Haruru Falls

LET'S GET REAL

Dean McGonagle and partner Belinda Vuletich talk straight from the heart about building your home.

No matter who the builder is, we both get upset when we hear it has not gone well, that the owners have not enjoyed the process and 'will never do it again'. The house-building industry in New Zealand is tainted with horror stories – things like under-estimating quotes in order to gain a perceived advantage, poor quality control, poor communication from start to finish, poor after-sales service. The list goes on.

Having formed my own building company, Top End Homes Ltd, and securing the franchise for Platinum Homes Northland in 2004, I asked one of my best friends in Auckland (a successful businessman) what we would need to change to create something different with Platinum Homes Northland and break away from the shoddy reputation my industry just can't seem to shake.

His first words have never left me. He said: "Surround yourself with like-minded people and free up the future of the people who do not share the same vision."

This was the most powerful thing anybody could have said to me, but to actually do it is another thing.

We set about auditing the whole business with this view in mind. We would surround ourselves with people who wanted to share our vision of getting as close as possible to a 'grief-free' build. We might not achieve absolute perfection all the time, but we'd always genuinely aspire to it.

Drawing plans, choosing colours, interior design and then the construction period itself is all about processes. No home ever gets constructed without some level of frustration, disappointment, conflict or challenge. Small issues and large are commonplace.

You are dealing with around 50 contractors, suppliers and merchants who all have to 'gel'. Weather, sickness, emotions, communication issues, financial issues, contractual issues (and more) all find their way into a building project if you do not have good processes.

At Platinum Homes we expect to have our share of challenges throughout a build. However, with the people and processes instilled into our firm we have established a culture in which individuals and companies respect the person coming before and after them in the building process.



"If you always aim for perfect, follow good processes and surround yourself with the best, the responsibility of building someone's new home is very satisfying."

Part of this culture is admitting a mistake or 'issue' as soon as it becomes known. Constant assessment and analysis, input from clients, staff and contractors has created a positive pathway that allows us to achieve a consistently high quality in every home we build.

Since Platinum Homes inception in 2004, we have handed over about 175 homes. At each handover we ask the home owner if we can add them to our 'live list' of our 20 most recent clients.

If permission is granted, the new handover goes to the top of the list and the oldest one drops off. By going on the 'live list', these home owners are saying we are good to do business with.

It is a testament to the culture we have created that, in the last six years, we have handed over more than 100 homes. Every home owner, without exception, has agreed to go on the list.

There is a famous saying that 'life is not the game of perfect'. But if you always aim for perfect, follow good processes and surround yourself with the best, the responsibility of building someone's brand new home is very satisfying.

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www.platinumhomes.co.nz



Everything Kiwis call home



STRONG FOUNDATIONS



Lodge Bordeaux is Whangarei's only Qualmark 5-star motel complex. Constructed in 2004 by Dean's company Top End Homes, the stunning 'French provincial' style building is Dean's pride and joy. Quality stands the test of time – a point endorsed by current Lodge Bordeaux owners Lyn and Brett Sawyers, who bought it one year ago.

Lyn says they chose Lodge Bordeaux for its outstanding status and appearance. Knowing they could ring Dean personally to validate the building's overall soundness and any maintenance matters played a big part in their decision to buy Whangarei's premier boutique motel.

"Our trust in Dean has proven to be well founded," says Lyn. "The one issue that Dean was aware of has been sorted and fixed. Dean ensured all went according to plan with a minimum of disruption."



Dean's father, Darcy McGonagle, was an extremely good builder and well-known sports identity who earned a great reputation – not just for his skill, but for his professional and personal integrity.

He instilled in Dean the desire to be the best you can possibly be, in all aspects of life. That's where Dean gets his passion for building and perfectionism.

True blue Northlanders

Dean McGonagle and Belinda Vuletich are Northlanders through and through.

They are both deeply involved in their community through sport and other activities. Dean is a keen golfer and still plays cricket.

Belinda competed in equestrian events in her youth and is now a keen gardener, trying each weekend to get Dean into the garden.

"He's too quick with the saw in the garden though, being a builder, so probably best he stays away."

They love watching the Northland Taniwha rugby team and support the 'local players first' concept.

Northland is in their hearts and minds and they are going nowhere in a hurry!



BLACKDOG

Steelworks Ltd

Innovative Solutions in Industrial Engineering



Blackdog Steelworks Ltd directors:
Kevin Ogle, Luke Seuren and Tony Davies-Colley

Since 2007 Blackdog Steelworks Ltd has been driving innovative engineering solutions and solving engineering problems for customers throughout Northland.

Blackdog Steelworks is a versatile engineering company, with a dedicated and skilled team of local talent. Training and development of local young people is a priority and the company has successfully grown its team through Apprenticeships (18 to date), leadership and on-job training programmes. With a strong forward outlook and a diverse customer base, the company plans to keep growing and providing the innovation and attention to customer requirements that it is known for.

The company has three divisions – Blackdog Steelworks, Blackdog Cat and Blackdog Pump Solutions.

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www.blackdogsteelworks.co.nz



BLACKDOG STEELWORKS

Director Kevin Ogle leads the team at Blackdog Steelworks, where developing and implementing innovative engineering solutions for industry is daily business. Services include design, fabrication, installation, maintenance contracts and shutdown work. Specialist services provided include gantry maintenance, boiler maintenance, safety guarding / fencing, access ways, sandblasting, painting and industrial installations.

Blackdog's versatile team turn their hand to a wide range of engineering projects – from building alloy truck bodies and barges to fabricating and erecting structural steel for commercial and residential buildings. Large teams work on industrial sites around Northland, completing regular maintenance, installing new equipment, improving safety conditions or undertaking complete turn-key projects.

Customers have confidence that the Blackdog 'step back and let us deal with it' approach will provide them with a cost-effective solution for their small (or large and complex) engineering requirements.

Manager **Kevin Ogle** 027 423 8016

www.blackdogsteelworks.co.nz

BLACKDOG CAT

After identifying a gap in the entry level trailer-boat market for a safe alloy pontoon catamaran, the Blackdog Cat concept was hatched. The goal – to develop a small, virtually unsinkable, stable alloy Cat.

The design process, led by Director and hunter-extraordinaire Luke Seuren presented an enthusiastic challenge for the team. By 2009 the Blackdog Cat 4m was in production. With twin aluminium pontoons, the boat was perfect for easy beach launching, incredibly stable and an ideal fishing or diving platform. Success meant bigger sizes were developed, with 4.5 and 5m models being popular.

In 2012 the boats caught the eye of *Hunting Aotearoa*. A customised Blackdog Cat with a Hamilton jet, lockable rifle rack, casting/dog platform and a camo-style paint job was built. The TV series used it to hunt inaccessible spots around New Zealand.

The Blackdog Cat system has also been adapted to commercial and industrial applications. Several small boats have been completed for commercial use, as well as Northport's 8.5m work boat, *Manaia*.

The boats have gone from strength to strength, with inroads made into the Australian market.

Manager **Luke Seuren** 027 423 8015

www.blackdogcat.co.nz

BLACKDOG PUMP SOLUTIONS

Led by experienced pump and water treatment specialist Bill McQuinn, this newly-formed service team provides design, supply, installation and backup servicing of a wide range of pumps and water treatment equipment, including pipework, valving and control systems. Bill's 25 years of hands-on experience, combined with Blackdog's engineering strengths, can provide a solution to any application.

Blackdog Pump Solutions supply quality equipment for applications for industrial, rural, domestic and municipal uses. Their Lower Port Road workshop has full engineering facilities and pump testing equipment to cover a vast range of sizes and engineering capabilities from small household pumps to large industrial projects.

Manager **Bill McQuinn** 027 423 8026

www.blackdogpumps.co.nz



Kevin checks fabrication plans with Operations Manager Bruce Osborne



Blackdog Cat 5.0ss – an ideal fishing or diving platform



Pump specialist Bill McQuinn

MARINA MAGIC

Just inside the entrance to picturesque Whangarei Harbour lies Marsden Cove Marina, a 230-berth international-standard facility with NZ Customs 'Port of Entry' status.



It's a great location for boaties; as well as an easy-to-use ramp it offers power and water, ablutions, laundry, Wi-Fi access, sewage disposal and fuel.

The marina and adjacent commercial precinct are owned by Marsden Maritime Holdings Ltd (MMH). The company has significant plans for the facility, with potential development opportunities including a vessel haul-out facility, a dry-stack storage system for smaller boats, marine chandlery and a wide range of servicing facilities.

MMH chief executive Graham Wallace says the opportunity exists to make Marsden Cove Marina the destination of choice, not only for long-distance yachties but also for Auckland and Whangarei boat owners looking for a good quality mooring with a wide selection of marine facilities.

"By promoting the growth of new marine services here we plan to stimulate new demand for our land from a range of potential downstream businesses."

Graham Wallace



Several businesses already call the marina home. There's the popular Land & Sea Café, Bar and Eatery, (whose dining area has recently been made larger and more comfortable), Reflections Hair and Beauty, Marsden Cove Canvas and Cove Marine Services. Three real estate firms – Bayleys, Harcourts and Ray White Allens – also have established offices.

Whangarei Coastguard and the Marsden Cove Fishing Club also operate from Marsden Marina.

Graham Wallace says Marsden Maritime Holdings acquired the marina complex in mid-2014

from original owners Hopper Developments to help establish a 'second front' of development on adjacent land it owns.

"It's an important gateway to our land holdings. By promoting the growth of new marine services here we plan to stimulate new demand for our land from a range of potential downstream businesses."

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Photo: Full Moon Photography

IT'S GREAT ...

Opening their own café at Marsden Cove Marina is a dream come true for Steven and Kimberley Smyth.

After being away in Canada for almost six years, they sold their business and headed home to look for another adventure. Kimberley took a job at the café, then named Waterline, in Marsden Cove Marina. And hospitality is in her blood.

"My Mum, Karen, managed a great little café called Bliss. I've got fond memories of being 12 years old, doing my homework and sipping a latté while Mum closed up shop."

When an opportunity arose for the Smyths to buy the marina's café they jumped at it.

"We both understood the time and effort it would take. When you're doing what you love, in a community that you love, work doesn't feel so much like work."

The name **Land & Sea – Café, Bar and Eatery** came easily.

"Living in the north gives us a huge opportunity to eat from the land and the sea. We buy as much locally produced ingredients as we can, and we're always looking for new, local products."

The Smyths moved back to the Bream Bay area because of their love for the land and sea. Getting Land and Sea ready for the summer has been 'full-on', but they've had tremendous support from the community and staff.

"We know we are only as good as our team, and have been blown away by their loyalty and effort. We definitely don't feel like we are doing this alone. So you're invited to enjoy great food and coffee, great people and a great view."



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Sea Fever

(inspired by John Masefield)

I must go down to the seas again,
To the lonely sea and the sky,
And all I ask is a cool fizz-boat
With a wheel to steer her by;
And a grunty outboard of 300 horse,
And GPS, and the lunch the missus was making,
And some manly stubble on my manly face,
As I watch a grey dawn breaking.

I must go down to the seas again,
For the call of the running tide
Is a wild call and a clear call
That may not be denied;
And all I ask is tight lines, and snapper a-plenty,
And kingies and scallops, and a cray;
To fill up the tank at the G.A.S. service station,
And win Lotto the very next day.

Gone Fishin!

Marsden Marina G.A.S
Rauiri Drive, One Tree Point

- Self-service 24/7 hardstand and fuel jetty
- EFTPOS, most credit cards and BP fuel card
- The only accessible fuel station in the Whangarei Harbour



Marsden Cove is Northland's most desirable neighbourhood.

Marsden Cove is the comprehensively planned marine village found within the mouth of the Whangarei Harbour.

This unique development undertaken by creative property developers, Hopper Developments, comprises of a world class 230 berth Marina and waterfront retail facilities all within a unique canal setting. Marsden Cove offers a range of exclusive waterfront and near-waterfront residential sections.

Residents have the ability to own private jetties and boat ramps, where boats can be launched and docked right in front of the home. The fresh and clean salty waters of the canals is where much fun is had, many enjoy swimming, kayaking, stand up boarding and even fishing.

Come and experience this unique destination. Visit the friendly sales staff at the show home on Stace Hopper Drive or phone and arrange an appointment that suits you.

For more information
phone (09) 432 8379 or visit our
website www.marsdencove.co.nz



Boat Haven

Because they are boat owners they know what it is like to scrub, sand, anti-foul and maintain ... and have earned a reputation for being problem solvers



All aboard!

When Bob and Leonie Broome purchased All Marine in 2008, they took the view that they were not just buying a business, they were buying an iconic Whangarei business.

John and Helen Cater had begun Cater Marine some 40 years before and it had become THE marine chandlery in the city. A local business, owned by locals for locals. Cater Marine had later been rebranded All Marine by Sue and Danny Ross.

In 2008 Bob had just finished 18 years of self-employment as an electrician and was ready for a new challenge. All Marine was for sale and, given his passion for boats of any kind (they don't even have to be in floating order for him to be interested; see photos below) and the rest, as they say, is history – nearly seven years of it so far!

During the first four years of owning All Marine, after work and in the weekends Bob rebuilt a wrecked Power Cat. The experience of that rebuild, as well as his knowledge of marine electrics, have been valuable in the shop as well.

Bob had always wanted to 'sail off overseas somewhere' and a couple of years ago got that opportunity and crewed to Tonga, his first offshore yachting experience, on the catamaran Bella Via, thanks to Paul and Mary, who had come into the shop as customers and left as friends.



Four days at glorious Minerva Reef was an experience he will remember for a lifetime. (Leonie was quite content to fly up and join the crew after their arrival.)

Naturally enough, at All Marine most of the talk revolves around boats and boating. All the 'crew' are boaties, whether it is a yacht or motorboat, dinghy or kayak. Photos on the wall prove the point. Bob, Paul, Dave and Shirley know their boats, dream of them, live for boating.

Because they are boat owners, they know what it is like to scrub, sand, anti-foul and maintain. Not just 'blister pack processors', the team have earned a reputation for solving problems and sourcing hard-to-find items. If there is something they don't know, they'll find out. Guessing is not an option.

The team is also gaining a reputation for their knowledge of solar equipment and installations. Bob is adamant that "not all solar panels are created equal".

Bob and Leonie are great believers in the adage 'spend your pay in Whangarei'. It is important for the health of the entire city.

They have worked long and hard to promote All Marine as a destination for all boaties and will supply anything for canoes through to gear for warships.

Three years ago, Ray Roberts asked Bob and Leonie if they would open a second All Marine shop – at Riverside Drive Marina.

Being close to the Town Basin and situated at the haul-out yard, it was a logical extension to a business already supplying chandlery to other haul-out yards in the city. Deborah, who holds the fort at Riverside, hails from the USA and is an experienced sailor with many years crossing oceans solo. With a shop now on each side of the Hatea river, there is no excuse not to pop in!

All Marine is part of a nationwide buying group of 19 shops. That means they supply goods at very competitive rates.

Proud of their input into the boating community, they sponsor local boating and fishing clubs, and the team participate in yacht racing, fishing, and generally just enjoy being on the water.

If you ever catch any of them on holiday, it will be something to do with boating. How many people can say they earn their living being involved in something they are passionate about?

Seven years down the track, would Bob and Leonie do it again? Yeah, probably.

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printing.com Whangarei provide creative solutions that attract customers

Six simple marketing tips to kick start the year

We provide creative solutions that help businesses attract customers.

Our expertise in marketing, branding and graphic design ensures that your brand portrays the right messages, and that these messages are relevant, different, and appealing to target markets.

We are a Whangarei-based company with a passion for producing effective marketing, branding, design and print solutions.

We love our clients and they love working with us. We are extremely client-focused. We work hard – and smart – to develop strong long-term relationships that add value to our clients' businesses.

There are many ways we help brands gain attention, so here are a few effective tips for you to add to your marketing tool kit.

1. Develop powerful and compelling reasons for people to choose you.

Is your core message benefit-oriented and different from your competition? Too often, businesses make the classic mistake of describing the benefits of products or services in a way that is confusing and does not actually articulate what the benefit is, from the client's perspective. If a customer has to work to understand a benefit they generally won't bother. It is important to simplify it and really communicate the benefit from the client's point of view.

So how do you get this messaging right? Start by conducting a comprehensive audit, to understand what your brand needs to stand for and deliver in order to create a compelling reason for people to choose you. Come and see us if you would like to have a chat about how to get started.

2. Improve your online visibility.

List your business on Google+ to improve your Google search results. It costs nothing and you can

further improve your search rankings by adding details about your business, photos of products or your team, your special offers, events and more.

3. Introduce yourself to the neighbours.

If you are working at a customer's premises, go and visit the neighbours (left and right and even across the road). Introduce yourself, let them know you are working with/for their neighbour and hand out business cards. This can often result in winning work at the neighbour's property. It's a good idea to follow up with a digital or print-based profile about you and your business. This keeps you at the forefront of people's minds, builds credibility and endorses your brand as proficient and accomplished.

4. Encourage client reviews.

Ask clients to post online reviews and recommendations on Facebook, your Google+ page, Twitter and blog sites that are related to your industry. Reviews can also influence your online ranking, as search engines such as Google take into account how many times your business name is mentioned in reviews.

5. Start using email marketing.

A newsletter can improve your brand identity by strengthening bonds with clients, generating new interest, and maintaining a competitive edge.

Email marketing is extremely cost-effective and can be a powerful marketing tool because it provides measurable results and costs little or nothing. Not many businesses in Northland send out electronic newsletters; this is an opportunity to really strengthen your brand and build a feel-good factor associated with it. Talk to us to learn more about setting up a digital newsletter.

6. Look for opportunities to expose your brand.

Develop for yourself a calendar of local and regional events. Then make your brand visible in the areas most relevant to your potential clients.

Mention this article and get a FREE 60 minute consultation.

In this session, we will give direction and assistance – for start-ups and established businesses – on marketing and branding strategies, promotional activities. Or conduct a review of your current branding and promotional activities.

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SWEET REWARDS

ROD PARKINSON, Westpac Business Area Manager for Northland, salutes all the entrants and winners in the region's annual business showcase.

Winners of the 2014 Westpac Northland Business Excellence Awards announced last October are still likely to be on a high. There were six business categories, five ancillary categories and an overall Supreme Award winner.

For the third year running, I have been privileged to be part of the judging process. As a member of the judges group, I had the honour of assessing entries and visiting the businesses and various organisations to gain a deeper understanding by observing them in action. The standard of entries was high. The passion of the owners, leaders and managers was obvious. Their desire to strive towards, or maintain, excellence in business was invariably evident.

Our primary task as judges is to separate the good from the great, choosing category finalists and winners. However, the real value comes in the form of feedback given to all entrants. This acknowledges their areas of strength and provides constructive observations on where further opportunities exist to improve their operations.

Entrants usually find both the process of working through the entry and the feedback worthwhile. Many come back, having made improvements, and pick up the honours. I hope we see many of the 2014 entrants back again. Perseverance pays off!



Photo:
Full Moon
Photography

Paul and Tania Dunn, Marine North

It is encouraging to see so many businesses operating in Northland to a high standard. We see quality across all categories, and all business sizes. They employ Northlanders and perform critical services. They are all a credit to the region.

The Westpac team thanks and congratulates all entrants, category and service winners, with a special mention to Paul, Tania and the team at Marine North, Supreme Award winners. From the judges' citation: "We were impressed with the structured and effective business planning which has been carried right through to operational level, and the owners' willingness to tap into external advice

and support and implement recommendations. Processes are flow charted and constantly being improved; internal communication is excellent, great attention is paid to customer service, and the business has a genuine 'support local' culture."

If 2015 is the year you put your business forward for recognition, get in touch with Northland Chamber of Commerce for more information about the process.

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Congratulations to all the winners of the Westpac Northland Business Excellence Awards including Marine North who took out the Westpac Supreme Award.

AND THE WINNERS ARE ...

- **MARINE NORTH LTD** – winner, Westpac Supreme Award, and Golden Bay Cement Excellence in Business (Medium Business) Award.
- **WAIPOUA LODGE** (Kanale Group Ltd) – winner, Konica Minolta Excellence in Business (Owner Operator) Category.
- **NORTHCOM ICT** – winner, Henderson Reeves Connell Rishworth Excellence in Business (Small Business) Award.
- **ONYX CAPITAL LTD** – winner, Vodafone NZ Excellence in Business (Large Business) Award.
- **BABY STEPS** – winner, Business Coaching New Zealand Best Emerging Business Award.
- **THE PAPERMILL CHARITABLE TRUST** – winner, Top Energy Best Not For Profit Organisation Award.
- **GRINNING GECKO CHEESE COMPANY and THE PAPERMILL CHARITABLE TRUST** – joint winners, Northland Regional Council Sustainable Business Award.
- **CLAUD SWITZER RESIDENTIAL CARE** – winner, ACC Workplace Safety Award.
- **DAWN DUTTON PHOTOGRAPHY** – winner, Creative Northland Excellence in Arts Business Award.
- **KIWI CAKE SUPPLIES LTD** – winner, Northland Inc Judges' Commendation Award.
- **DAWN DUTTON PHOTOGRAPHY** – voted More FM Customers' Choice Service Provider.
- **KIWIYO WHANGAREI** – voted More FM Customers' Choice Retail Provider.



Westpac Northland Business Excellence Awards

NZ CHAMBERS OF COMMERCE
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