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SUMMER 2015/16

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WHO'S WHO IN BUSINESS \ WHANGAREI

MAGAZINE

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# Outstanding achievers are made, not born.

Face Value Magazine is about leading businesspeople and organisations, across a wide range of sectors, who have something topical and relevant to say to local people.

Not one of them got where they are today without facing major challenges and risking failure. Ongoing success doesn't just happen. In a tough and rapidly changing world, businesses must adapt – or die.

Whangarei District is a beautiful part of the world. Lightly populated, it certainly has many natural assets and attractions that make it a fine place to live, work and play.

**But are we making the most of our opportunities? How should we grow and enhance our quality of life? What can we do to make things even better here?**

If you read 'between the lines' of Face Value you will learn about innovation, creativity, determination, enthusiasm and hard work – the building blocks of success.

The example set by Jeroen Jongejans (recently inducted into Northland's Business Hall of Fame), the Donovan Group, Blomfield Special School, NEST, Bronwyn Ronayne and other outstanding achievers featured in this edition can inspire us all to be more positive, bold and daring – flying higher than we thought possible.

The great German writer and statesman, Johann Wolfgang von Goethe, said it well: "Daring ideas are like chessmen moved forward. They may be beaten, but they may start a winning game."

*Steve Challis*  
Editor/Publisher

**NEXT EDITION: AUTUMN/WINTER 2016**  
We welcome all enquiries from businesses and organisations wanting to showcase their people in FV4. (In the meantime, the fish are biting!)



"Whatever you can do, or dream you can, begin it. Boldness has genius, magic and power in it."  
– Johann Wolfgang von Goethe



**WIN A \$5000 KICKSTART**

**53**

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Joey Yovich, NEST ambassador, at the controls of the flight training device. *Photo:* Bryce Zhang.

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**COMPETITION WINNER FROM EDITION 2**  
**BRENDA KNIGHT** of Whangarei, winner of a holiday for two in Rarotonga, staying at GT's Rarotonga Fishing Lodge.

Authorised by Winston Peters,  
Parliament Buildings, Wellington



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# DARE TO BE DIFFERENT

An invited article on local economic development from Tutukaka businessman, entrepreneur, former district councillor and Tourism Industry Champion **JEROEN JONGEJANS**.

In mid-October a famous Bollywood actor by the name of Sidharth Malhotra went for a dive at the Poor Knights – at his request.

Sidharth was in the country as a guest of Tourism New Zealand. He will be our ambassador in the fast-developing Indian tourism market. With close to one billion people and a growing middle class, this will be a huge market for New Zealand in the coming years, as will be the Chinese and Indonesian markets.

With tourism as a major driver of the national economy, Whangarei District needs to be involved.

'Tourism 2025' is a strategy of our national tourism industry to grow from currently \$24 billion per annum to \$42 billion in 2025, and we are on track. New airline alliances, growing markets, better airports ... everything is lining up.

One key issue will be having sufficient quality hotels and tourism 'product'. So, there's an opportunity here; we need to step up and join in the tourism bonanza. The growth in facilities will hugely benefit the local population as well. With more hotel accommodation we should see increases in events, conferences, infrastructure, and a positive marketing brand that will get us further out of the doldrums.

Jobs and career pathways, education and a more balanced economic portfolio is going to be good for the Whangarei District.

Disruptions in our economy create opportunities. With a good bit of innovation, we can shine.

Our leading local businesses are attesting to this. The calibre of finalists in our recent regional Westpac Business Excellence Awards should give us confidence in the direction we are heading.

We have the right people who are passionate about our district. But if we are to step up we will need more; we will need to move from being just a service town to an outstanding one, create a 'point of difference' that sets us apart.

**Let's move beyond average, beyond good. Let's be great.**

Creating and focusing on our 'point of difference' will be a challenge and an opportunity.

**Let's be brave.** Be extraordinary, disruptive. To achieve this, my suggestion is to start with two simple things:

**Let's build the Hundertwasser** and see the increase in visitor numbers, which will be a catalyst for hotels, other businesses, branding, and for the lucrative cruise ship industry. We have all the elements here.

**Let's create the Marine Park** on the Tutukaka Coast. Emulate what Australia's Great Barrier Marine Park has achieved. It has added \$12 billion per annum to their economy and 70,000 jobs. A mix of Marine Reserves with 'recreational fishing only' areas gives a point of difference.



Building on the international reputation of the Poor Knights Islands – among the Top Ten dives in the world, on the 'second best coastline in the world' (*National Geographic Traveler*) – and the reputation of Rikoriko as the 'largest sea cave in the world' is a smart start. It will be sustainable long-term as well!

Visitors from all over the world will Instagram, Facebook, Tweet and rave about us as a destination, because it will be different and unique.

**Doing things differently will create a point of difference. Without difference, there is no point.**

And Sidharth will be back for a PADI, of course. Bringing friends!

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# In pursuit of excellence

ROD PARKINSON, Westpac's Regional Manager, Commercial and Agribusiness Northland, admires the courage of business owners who strive to be outstanding in their chosen field.

The Westpac Northland Business Excellence Awards are over for another year. Once again we have seen a superb collection of businesses and organisations displaying the courage to put their business out there.

I say courage because each one is not only committing to participating in a rigorous process, but also exposing their business to scrutiny.

Having been a member of the judging team for the past four years, I have seen the level of work that the entrants put in. It is always encouraging to see the vision, passion and energy that many of the entrants display.

We have outstanding people in outstanding businesses doing outstanding things for our region. They should be celebrated, which is why we support these awards.

For anyone thinking of entering their business in these awards in the future, I would strongly encourage them to do so.

In every judging interaction over the years, the subject of 'why entrants enter' and 'what they have got out of it' comes up.

Almost every time, the reason and the benefit was: **the process itself**. Many entrants come back after missing out on an award, having made improvements, and subsequently pick up the honours.



Photo: Full Moon Photography

Photo: Westpac Supreme Award 2015 winner: Donovan Group NZ Ltd – Kyle, Graham and Brett Donovan

I hope we see many of the 2015 entrants back again in the years ahead, with just a couple more years striving towards excellence under their belts.

The Westpac team would like to thank all of the businesses that entered into the awards. We congratulate those that won their category or special other award, with a special mention to Donovan Group NZ Ltd for taking out the Westpac Supreme Award.

Northland is truly a special place in which to run a business. It has many challenges, many rewards. We look forward to many more years working with regional operations in the pursuit of excellence.

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[www.westpac.co.nz](http://www.westpac.co.nz)

- **DONOVAN GROUP NZ LTD** – winner, Westpac Supreme Award, and EROAD Excellence in Business (Large Business) Award.
- **NEW ZEALAND HONEY TRADERS LTD** – winner, Ricoh Northland Excellence in Micro Business Award.
- **BUILDING & FIRE SERVICES (2008) LTD** – winner, Henderson Reeves Connell Rishworth Excellence in Business (Small Business) Award.
- **FAR NORTH REAP SOCIETY INCORPORATED** – winner, Golden Bay Cement Excellence in Business (Medium Business) Award.
- **PURE DAY SPA** – winner, Business Coaching New Zealand Emerging Business Award.
- **NORTHLAND KINDERGARTEN ASSOCIATION** – winner, Top Energy Best 'Not for Profit' Organisation Award.
- **OHAIAI COMMUNITY EDUCATION TRUST** – winner, Northland Regional Council Sustainable Business Award.
- **TRIDENT TECHNICAL SERVICES LTD t/a WHANGAREI ENGINEERING** – winner, ACC Workplace Safety Award.
- **GRINTER GLASS LTD** – winner, Creative Northland Excellence in Arts Business Award.
- **RESULTS RULE LTD** – winner, NZ Chambers of Commerce Northland Judges Choice Award.
- **DONOVAN GROUP NZ LTD** – Northland Inc Innovation Award.
- **CUPPACAKES NORTHLAND** – voted More FM Customers' Choice Retail Provider.
- **HONE HEKE LODGE** – voted More FM Customers' Choice Service Provider.

# Congratulations to all the winners of the Westpac Northland Business Excellence Awards, and to Donovan Group NZ Ltd who took out the Westpac Supreme Award.



**Westpac Northland Business Excellence Awards**  
NZ CHAMBERS OF COMMERCE  
N O R T H L A N D  
Business Vitality



*South Shipyard*

The Marine Centre has 4ha of refit shed space, workshops and facilities, as well as large sealed hardstand areas.

# PORT WHANGAREI MARINE CENTRE

In 2009 when Oceania Marine came into existence, the immediate concern was to preserve at least some of the jobs that would otherwise be lost – along with yet another piece of the local marine industry – due to the closure of a boat building company at North Shipyard.

It was a tough start in arguably one of the toughest business environments of recent times.

However, six years later they are now taking the next step in positioning the company and Whangarei at the forefront of the marine refit and repair industry, not only in New Zealand, but in the wider Asia Pacific region and further afield. This has created many jobs at Oceania Marine, as well as sustaining countless more through the network of supporting companies.

October 2015 saw the opening of the new Marine Centre equipped with a brand new 100t Cimolai travelift. An additional 560t lift is planned for next year.

This has greatly increased the capacity of the company, easing congestion on the slipway at North Shipyard while also allowing the handling of a greater number of smaller vessels than was economical before.

While Oceania Marine has a considerable body of work earmarked for the new Marine Centre from its existing operations, they are actively seeking additional vessels.



Since ordering the first Cimolai machine earlier this year the shipyards have embarked on an extensive domestic and international marketing initiative led by Jim Loynes.

This included attending international boat shows in Europe, USA, Caribbean and Asia as well as multiple trips to the main Pacific islands to meet with clients.

By the end of the year there will not be many people in the marine industry who will not have heard about the new facility and the Whangarei region in general. This is already reflected in the level of enquiries and bookings received.

The Marine Centre is underpinned by Oceania Marine's track record and reputation as one of New Zealand's top shipyard operators.

There are a number of factors that will make the Marine Centre a cost effective option. The efficiencies inherent in a travelift operation supported by the substantial hardstand area means that set-up costs for a haul out are minimal and a large number of vessels can be accommodated, resulting in cheaper haul out and hardstand fees.

Lower overheads in Whangarei compared to some other areas also mean that works carried out at the centre will generally carry a price advantage.

Whangarei is a very good option for refit projects. In the early days of Oceania Marine 85-90% of their business was with domestic boat owners and commercial operators.

Recognising the need to have a wider clientele they began targeting the international superyacht market.

An expanding list of successful refit projects has seen this segment of the business build to where at the moment export trade accounts for about 60% of the turnover – and expanding.



52m support vessel on the slipway at North Shipyard

Evidence of their international standing is seen in the latest refit project on a 52m support vessel which was bought by the owner in the Mediterranean and immediately steamed to the other side of the world for a multi-million dollar refit with Oceania Marine.

Such projects are helping create quality long term jobs, training opportunities through apprenticeship schemes with NZ Marine, while providing large injections of new liquidity into the local economy, all of which benefits the wider community.

Martin Gleeson, Managing Director of Oceania Marine Group, says:

"The opening of the Port Whangarei Marine Centre is a massive boost for Oceania Marine and for Northland's boating community.

"As a yachting myself I fully understand the needs of the boat owner, and we intend to make their haul out experience a straight forward and uncomplicated one."

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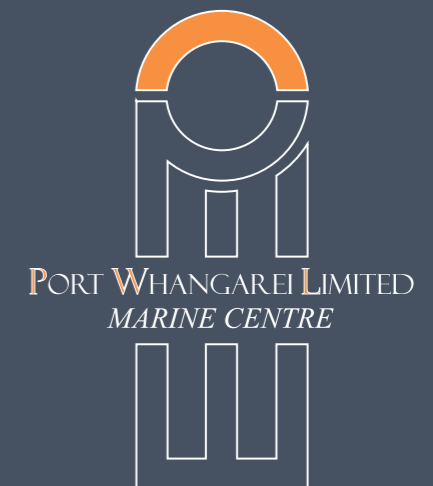
GM Brad Hall and Martin Gleeson

Brad Hall has been responsible for the travelift installation, yard setup and ongoing management of operations.

"Initially, we are installing a 100 tonne travelift with an inside clearance of 10.2 metres, making it capable of handling a wide variety of craft, including large catamarans.

"Washdown water is collected, treated, filtered and recycled for reuse in shipyard operations. Live-aboard cruisers will be particularly comfortable with separate male/female toilets and showers, laundry, recreation room, kitchen and dining area – all newly refurbished".

"So as we head towards the end of a successful and exciting 2015 for Oceania Marine, we hope that 2016 is even better for us and all our partners in the local marine industry".



# BRAND NEW... x2



Rebranding can be a tricky decision, but for PHIL HOUGHTON, owner of the Whangarei UK Sailmakers loft, it was a 'no-brainer' – with a twist!

"As **UK Sailmakers** we can tap into the resources of a large global brand, while keeping the advantages of being locally owned and operated."

Fair enough. But Phil also wanted to separate the canvas side from the sailmaking, "to help people understand our business doesn't just make sails". Hence, a second new name – **Northland Canvas**.

A lot of their canvas work does come from the marine industry, but they also do commercial and residential work – eg tent repairs and new shade



## MARINE

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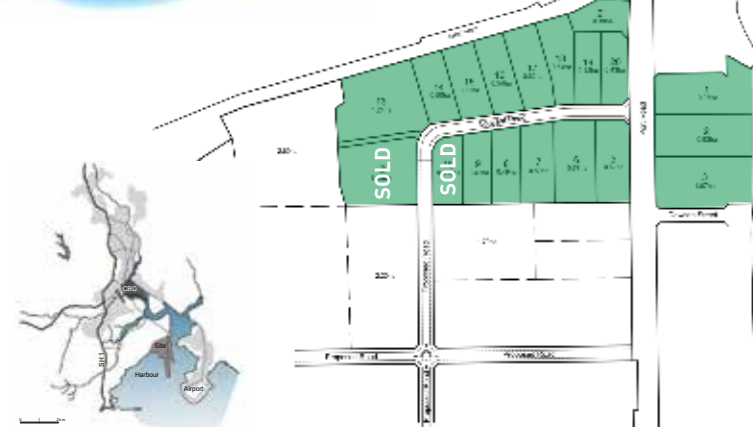
sails for a home.

With 28 years combined experience working with canvas, Brendan Lockie and Rachel Burnett will provide you with excellent materials, first-class workmanship and service.

## CONTACT

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# GET GOING – WITH 100% ATTITUDE

LESLEE GOING from Barfoot and Thompson outlines the 'Three Es' to help a seller choose the best real estate agent for them.

## ENTHUSIASM

An employer once said to me: "Leslee, be fired with enthusiasm, or you'll be fired with enthusiasm!"

As you show a prospective real estate agent your property ('fixer-upper or not!'), and discuss how it might be taken to market, what level of enthusiasm is being shown?

## ENERGY

Is the person you are considering passionate about you, your property and your situation – no matter what that might be? Are they showing genuine interest in your position and property? How well is he/she listening to you? Do the two of you 'connect'?

## EXPERTISE

Does the agent know his or her stuff? Are they demonstrating past and present knowledge of local market activity? Are they providing you with a marketing plan to fit your needs and budget, that will attract the buyer who will pay a premium price?

"The world is a looking glass. It gives back to me my own reflection. The secret to correcting the attitude of others is to correct my own."

On the move? **Get Going.**

Her energy, enthusiasm and expertise equals 100% attitude.

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## GOING TO SELL?

"Not once did she let us feel overwhelmed or down-hearted. Approachable, friendly and, above all, honest. Her enthusiasm, energy and communication was excellent." – Keith and Sue

"Leslee has a passion for real estate, putting in long hours on behalf of her clients. She kept us well informed and was really committed to selling and achieving the best outcome." – Ian and Gillian

# Keep your Body Corp in great shape!

TRACEY RISSETTO from Business Property Management says it's vital to keep your Body Corporate maintenance in top condition.



'Body Corporate' covers a range of shared ownership properties, from apartment buildings and rental complexes to lifestyle communities. Portfolios which include shared ownership properties and residential developments are gaining popularity with Kiwi investors, but buying into a Body Corp comes with its own set of obligations.

The Unit Titles Act 2010 requires Body Corporates to adhere to specific operational rules – including noise control, rubbish and recycling, parking, etc. Minimum compliance requirements include Body Corporate Insurance and a disclosure regime when selling a unit, the preparation of a long-term maintenance plan (LTMP), establishment of a long-term maintenance fund, and so on.

However, a large portion of the investment market is still falling short of its maintenance responsibilities, with potentially serious implications on the future health of the investment.

Having a sound LTMP is akin to a personal health

and fitness regime – like investing in a balanced diet and exercise. Without LTMPs, future investors may be put off when buying into older apartment blocks or other body corporate holdings where required upgrades, repairs and maintenance have been 'let go'.

A prospective buyer is entitled to receive details of the LTMP, including proposed maintenance for the following year and how the maintenance is to be funded.

The cost of future repairs needs to be properly evaluated and planned for, so that the right level of payments can be set up and maintained in order to keep your investment in peak condition for future buyers.

Having a LTMP with acceptable funding streams augments the value of each unit title and helps enormously when it comes to realising your investment.

Is your current LTMP due for its three-yearly review? Are funding requirements in place?

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## In this sizzling hot property market

it is important to know exactly who to trust. Classic Builders Whangarei has a fantastic tight-knit team of people with an excellent track-record of genuine care for clients; they ensure you enjoy your Classic Builders home for many years to come. Your idea of a dream home may

be a good-quality brick and tile home, or you may have grand ideas for a large family home. We specialise in house and land packages as well as helping you with your design and build dream. Visit our friendly team at our lovely Totara Parklands show home.

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# PROOF THAT STAYING LOCAL WORKS

29 years ago when the late Jeff Oliver started a small print business that was to be Jeff Oliver Print Ltd, he had dreams of being the market leader of printing in Northland. All these years later, with his son Dean Oliver at the helm, his dream is quickly becoming a reality.

Not content to sit back and watch his father's business just carry on with the status quo, Dean was determined that one day Jeff Oliver Print (JOP) would become a household name, the first place you think of when you want to convert an idea into reality and a force to be reckoned with in the local print game. With his mum Judy Oliver at his side and his wife Hazel Oliver also on board helping to run the family business, they ARE a team to be reckoned with!

A huge part of being able to achieve this dream is by keeping ahead of the times, making sure JOP has the latest technology and are able to offer customers the very best service and products. This has certainly been done recently with two new acquisitions to the printing and finishing machinery.

Please give a big welcome to the newest 'team members', the Horizon BQ280 PUR perfect binder and the Fuji Xerox 1000i.

The Fuji Xerox 1000i has the ability to print true metallic gold and silver, plus it can also print clear over gloss – giving the opportunity for extremely competitive pricing for this type of specialty printing and creating

a unique point of difference in Northland. Not only that, hardcopy proofs can be printed immediately, showing the customers EXACTLY what their finished product may look like before they give the go-ahead to print.

Being able to come in and press pass your job or see the finishing touches being done, plus walking away with a proof of the finished product is a huge advantage for some.

This is especially the case for the ones who are, for example, on-selling their work to the public and can check their job throughout the whole process, ensuring that the finished product looks AMAZING!

**WHANGAREI**  
**LOVE IT HERE!**  
Northland - New Zealand



**“JOP is your locally owned, family-run company, able to produce almost anything you can think of right here in Whangarei! “**

All concerns, doubts or questions are dissolved once they have the hardcopy example in their hands.

Always listening to what the consumer needs, the next logical step was the Horizon BQ280 PUR perfect binder, purchased from Currie Group in Auckland. Creating the ability to now 'perfectly' and professionally bind books, from as thin as 1mm to 51mm thick. Run lengths are economical even from as little as 30 copies.

JOP is your locally owned, family-run company, able to produce almost anything you can think of right here in Whangarei! With on-site high-end graphic designers, great printing presses and the newest technology in finishing gear, you definitely will be WOWed with everything they can do! Being able to do everything in-house makes them extremely competitive on pricing and it's great news for 'out of town' customers too, because they also get these great local prices.

Did you know that they can also offer a Distribution service? Specialising in print is one thing, but being able to offer this unique service – organising for your

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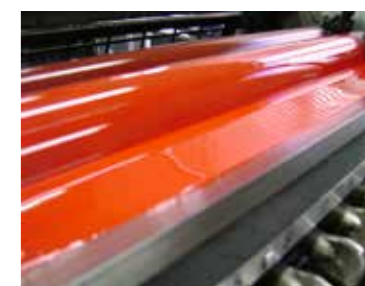
Why not pop on in and have a chat with the team or, even better yet, call on **0800 141 402** and Hazel can come and see you (she is the on-the-road sales rep). There is almost no idea too big or small that can't be done or produced at JOP HQ.

#### CONTACT

p: 09 438 8313

e: [info@jop.co.nz](mailto:info@jop.co.nz)

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## Jeff Oliver Print Ltd

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#### Horizon BQ280 PUR perfect binder

We purchased this brand new technology from Currie Group, whose NZ head office is based in Auckland. Currie Group is also a market leader in its own right. They supply Printing Equipment all around New Zealand, including the award-winning Indigo Digital Press from HP, also the Horizon brand of print-finishing products.

Currie Group have a well-stocked showroom in the North Shore, where they can demonstrate and run training courses on the many products they sell. This was extremely important when we were shopping around to find the best product that

would suit JOP and ensure customer satisfaction with perfect-bound books. Being able to go and see the machine running and being able to check the quality and strength of the glue binding is so incredibly important.

It gave us the confidence to buy this machine knowing we had a 'second to none' product and we are certainly not disappointed.



[www.curriegrup.co.nz](http://www.curriegrup.co.nz)



# SUDBURYS

Helping business achieve amazing results



## Changing World of Accounting

The Accounting Industry is changing at a rapid rate with a wide range of services for small, medium and large business. What this means for Sudburys clients is more regular contact with their accountant and a stronger, more beneficial relationship.

Picture this... You are a business owner ten or even 20 years ago, walking into the dreaded annual meeting with the Accountant, you sit down and try to keep up with the numbers and terminology that seems to fly straight above your head. You tune in again when you hear how much money you did (or didn't) make but the real question you want answered is: "How much tax do I have to pay?"

Times have changed and as more and more businesses move to Xero's online accounting software the focus is no longer the historic "last year's results. Xero allows even the smallest of businesses to have access to near real time financial information which would historically be reserved for those with in-house Accountants or CFOs.

While accounting still remains the interpretation of numbers, the way the information is gathered, processed and delivered requires a new set of skills and tools.

At Sudburys we pride ourselves on being connected, flexible and holistic. Understanding your business is more than looking at numbers, it's spending time in and out of the office learning from clients about their businesses and linking this with the financial information.

When we understand your business we will lead you to plan and take direction of your business, set key performance indicators (KPIs) that are meaningful to your business and industry, monitor and report on these and, most importantly, keep you accountable to your goals. That's how Sudburys help business achieve amazing results.



"My goal is to coach my clients in the use of modern business tools and management techniques in order to help them understand their business and allow them to make better decisions. I have a passion for all things IT and the efficiencies they can bring to businesses."

**Michael Walker**  
DDI 09 470 0746  
michael@sudburys.co.nz



"We're not just your average accountants, our job is to help our clients succeed! Do you want to grow your profit, develop your business, improve your cash flow or talk about asset protection or succession? Give me a call!"

**Anne Lensink**  
DDI 09 430 4891  
anne@sudburys.co.nz



"The biggest mistake a small business can make is to think like a small business. My true passion is working closely with business owners to identify key areas to develop and help you steer your business in a profitable direction."

**Kate Broughton**  
DDI 09 470 0745  
kate@sudburys.co.nz

## Fast track your success with Funding for Growth!

You may be eligible for 50% funding through the NZTE Business Capability Voucher Scheme to assist with growth enablement solutions across varied areas of your business.

Assistance is available for a wide range of services – from business planning, HR, operational and procedural improvements, marketing, export advice and much more. Contact us to find out more.



Sudburys Director Michael Walker introduces Kate Broughton and Anne Lensink to clients Bert and Natalie of Rowsells Collision Repair. Both Kate and Anne are recent talented additions to the Sudburys team.

## Want to grow and improve your business? We can help.



## About Xero

Xero is beautiful, easy-to-use online accounting software that gives you a real time view of your business finances. The user-friendly and intuitive interface turns the nightmare of doing the books into an easy task.

No matter what you do or where you do business you can access your data anywhere, anytime and on any device. Xero removes the need to spend your time or money installing software. All of the updates are free and automatic.

Xero connects with your bank accounts and many other financial institutions and suppliers, making reconciliations simple and accurate.

Within Xero's add-on marketplace you can find specialised software such as job costing, workflow management or inventory that's right for your business and industry, small or medium size. Xero integrates with hundreds of add-on business applications so that you can easily integrate your data, saving you time and money.

At Sudburys we believe beautiful business starts with good-looking numbers. So no matter what you do or where you do it, with Xero we can help you do beautiful business. We are Xero certified advisors and have in-house certified Xero trainers available at our premises or yours.

## Take our BIS-Health Check Challenge and we guarantee we will uncover at least 3 areas to improve your business.

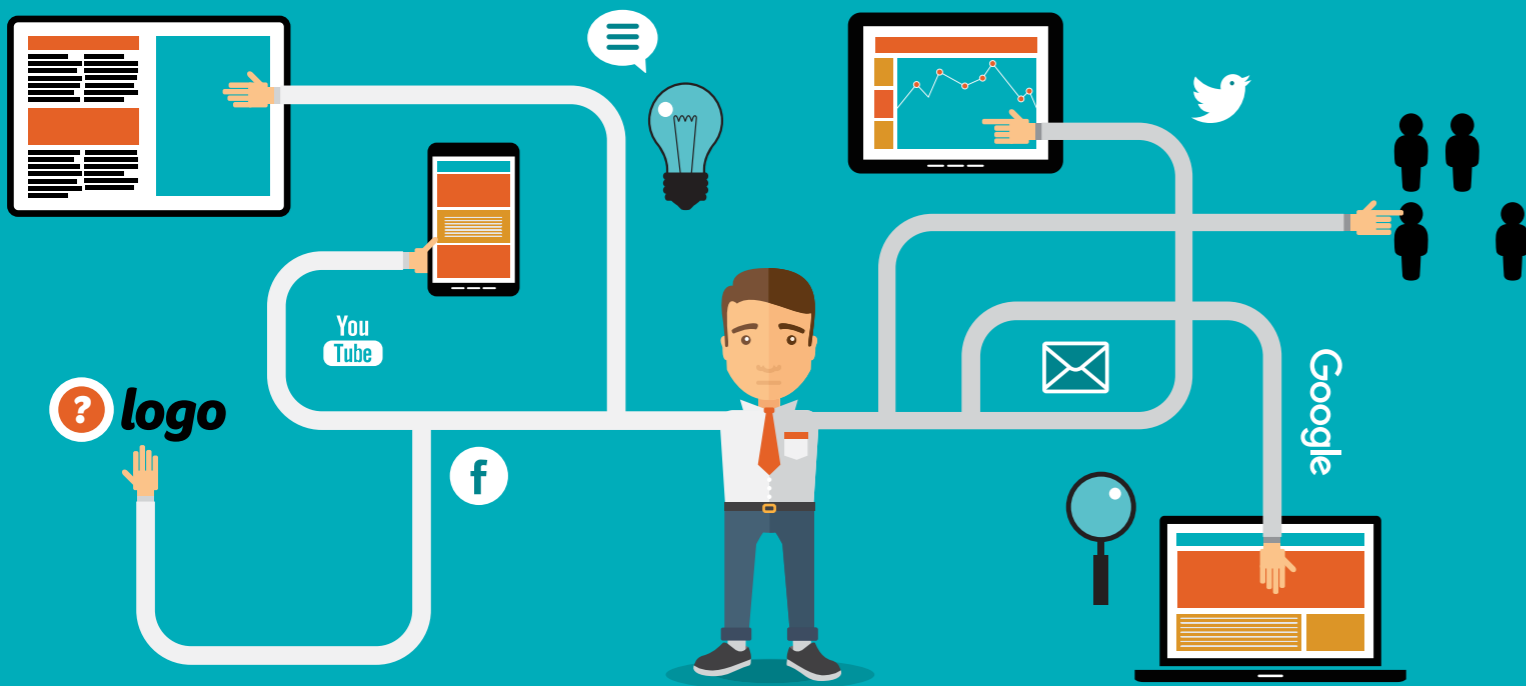
### How will the challenge work?

We will come and visit you, obligation-free, to uncover strengths and opportunities for enhancement and growth. (We'll bring the coffee!)

### How do I sign up for the challenge?

Contact one of our business development specialists to book an appointment.





# Making Sense of Marketing

Every day we meet people who want to be marketing their business more effectively, but are being stretched in every direction, unsure of the best options for promoting their brand and business.

Whether you're selling shoes, boat sails, legal services or complex software systems, it's important to tell the market you have something to sell, explain why your product or service is best, and even more importantly, show how it is of value to them.

Most businesses know marketing is an important factor in their business success, but are too busy managing their company to keep up with changing consumer demands, new technology and the growing options for promoting their brand.

In the face of this constant change, it can be hard to know where to start. Branding, online advertising, social media, lead generation, Google Adwords, magazines, TV, direct marketing, photography, YouTube, e-marketing, communications, radio, Analytics, newspapers, packaging and product design, media buying, market

research, vehicle branding, trade shows ... the list goes on. And then how do you tie it all together?

At Level we believe marketing delivers the best return for your business when there is a strategy in place. It doesn't have to be two inches thick, or require months of market research. In fact, it can be a one pager that is constantly evolving with your business – and your market. The key is to define what your core business offering looks like and what your business goals are.

From there, the team at Level will help you identify how marketing could support your business goals, whether it's growth in sales numbers, brand awareness, community engagement, promoting new products or expanding into new markets. We define the messages that will help you explain your offering and build a relationship with your customers. We also set marketing targets and measurements, so you can track your success.

Once your strategy is sorted, we can also help with delivery, including branding, messaging, digital and print design, website design and development, social media, digital marketing and production, and more. The critical first step is a conversation, where we get to know you and your business. Our goal is to take your business to the next level.



**Level is a strategy, marketing and design studio, formed by experienced industry professionals in Whangarei. We offer a strategy-based approach to marketing that makes a genuine difference to our clients' business growth.**

Level's five partners all work in the company, direct with clients, so you know you're dealing with someone who has a stake in both our business, and yours.

Level offers a full range of marketing expertise, including strategy, design, communications, production, web and digital marketing within one team.

**Blomfield**  
SPECIAL SCHOOL AND RESOURCE CENTRE  
**DISCOVER POTENTIAL**

"I congratulate all involved for the work that you are doing to ensure your school is providing a high quality education for its learners ..."  
from letter to Blomfield,  
Hon Hekia Parata  
22 July 2015.

## INCLUSIVE LEARNING AT ITS BEST

Blomfield School delivers a diverse curriculum for Special Needs students aged five to 21. The school roll has grown substantially and a recent Education Review Office (ERO) report shows that Blomfield is truly outstanding. Principal SALLY WILKINSON explains.

**Q. How is Blomfield School governed and funded?**

**A.** We are governed by an elected Board of Trustees drawn from our community, and as Principal I am part of this Board as well as being the school's CEO. We are funded through a decile-related operational grant from the Ministry of Education.

**Q. What is your ethos and Mission Statement?**

**A.** 'Engaging students to Discover their Potential'. We believe that all of our learners can and will learn. Our mission is to discover and tap the potential of every student. We have one overarching value here: **Manaakitanga – caring for and respecting all.** The mana of every learner is paramount.

**Q. What is behind the increase in your school roll?**

**A.** Parents are starting to better understand that Specialist schools offer a real point of difference. We have customised programmes designed to meet individual needs; our staff is skilled in the specialist strategies required by our learners. Education these days is not a 'one size fits all'. Our small class groups with an average of seven students provide a whanau approach in which the learner can feel valued, safe and at the centre of the learning.

**Q. Teaching Special Needs students must require specialist staff. What aspects/skills do they cover?**

**A.** Our staff is a community of learners who must bring with them a positive passion for this field. They may have specifically trained in this field. More importantly, they must have an enthusiasm for continuing their learning journey with us.

Once on board we have resources within the school to provide skills in communication, such as Makaton Sign, visual communication, behaviour management, Literacy and Numeracy for all, transition, the list goes on. A highly experienced,

effective team of Specialists working with the students and staff provide Speech Language Therapy, Occupational Therapy, Physiotherapy and Psychology.

**Q. What did the 2015 ERO report cover and how was it conducted?**

**A.** It was a comprehensive look at our school. ERO looked at our teaching and learning in action by visiting classrooms, reviewing planning and assessment, Achievement data, Health and Safety, School Culture, Systems.

**Q. What were its key findings?**

**A.** That Blomfield has 'high expectations that students with significant needs can learn'.

ERO highlighted the quality of our personalised goals and curriculum programmes and applauded the way we work closely with parents to ensure their aspirations for their child are respected. This ERO report gives the Northland community assurance that they have a Special School of excellence in their midst.

**Q. Your slogan is 'Discover Potential'. How do you do this?**

**A.** Only when children are meaningfully engaged can they be open to learning. To focus the attention of the learner

we use a range of specialised strategies. These may include Communication programmes; Physical / Sensory programmes; and a range of Social and Behavioural programmes. Once we have an engaged student we can implement learning which will include Literacy and Numeracy, as well as life and work skills to best prepare them for the future.

**Q: Does the community in general understand what you do?**

**A.** Many parents worry that we are not an 'inclusive' choice for education. Nothing could be further from the truth!

Inclusion is not about 'where', but 'how'. Inclusion occurs when you are at the centre of classroom activities, not an afterthought. Our students are fully included in all learning opportunities. Increasingly, people are realising that Special Schools are a natural and necessary part of the continuum of learning opportunities within the community.

### CONTACT

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[www.blomfield.school.nz](http://www.blomfield.school.nz)



## NORTHLAND HEALTH SERVICES PLAN

Working as One - Mahi Kia Kotahi

### Our strategic approach to addressing health and wellbeing challenges lies in the implementation of our Northland Health Services Plan (NHSP).

The Triple Aim of addressing Population Health, Improving our Patients' Experience, and Value and Sustainability has led to the establishment of the five NHSP projects. First 2000 Days, Urgent Healthcare, Patient and Whānau Centred Care, Neighbourhood Healthcare Homes and Fit for Life are giving us the traction we need to achieve the Triple Aim and NHSP's six headline targets.

In this edition of Face Value, we are providing you with information about the First 2000 Days and Neighbourhood Healthcare Homes projects.

#### NEIGHBOURHOOD HEALTHCARE HOMES

Joe, 44, is a fairly healthy builder. He doesn't go to the doctor much, doesn't see the need, unless he's really, really unwell. Joe doesn't smoke and he's fairly lean and fit, his job is quite physical. While working, he cut his hand on the saw, and he's unsure whether it needs to be stitched. He calls the health clinic and they ask him to send a photo of it through. He will need to show how deep it is in the picture. He does this and they tell him to put a couple of steristrips on it, keep it clean and it will be ok, but to let them know if it gets sore or red.

Mary is a newly-diagnosed diabetic. She lives out in the country. She has been working with her iwi nurse to learn to manage her condition. Sometimes, when she is unsure, she emails or texts her nurse. Her GP knows what's happening as there is a shared record of her care and the doctor can see that she is working with the iwi nurse.

Jessie is 78 and is quite unwell. She smoked for many years, and now has breathing problems. She goes to the health clinic regularly, and before she goes the nurse rings her and talks through with her the key things she wants to get out of the visit. She also arranges any blood tests or x-rays to be done before the visit so that the results can be included in the discussion. The doctor has scheduled enough



time to get everything done that Jessie needs on this visit. She has a clear plan to manage her condition and she knows exactly who is in the team of health professionals who are supporting her. It is all co-ordinated and she gets what she needs.

#### DOES THIS ALL SOUND LIKE PIE IN THE SKY?

This kind of approach to primary healthcare is already happening in communities and neighbourhoods around the world and some of it is already happening in Northland.

As with other countries in the world and regions in New Zealand, the Northland healthcare system is under pressure from an ageing population and increased long-term conditions, such as diabetes and cardiovascular disease. The continued health disparity between Māori and other Northlanders requires us to think differently about how we can achieve more equitable health status.

The historical view of the hospital as the centre of the healthcare system is, by necessity, having to change. Northland primary health, community and hospital services face increasing demand pressure. The forecast future escalation in demand means services need considerably increased capacity, but this cannot simply be 'more of the same' if population outcomes are to improve and inequities are to reduce.

Future-proofing requires different resource allocation patterns and adoption of new ways of working that improve access, make better use of the available workforce, and improve service performance.

New and enhanced facilities and improved use of technologies are also required.

Furthermore, people don't really want to be away from their families and familiar surroundings, unless they really have to be. Therefore the health system outside the hospital needs to become stronger and more effective.

The healthcare home concept recognises that most people have a general practice that they see as their natural health place or 'home' and that it is well-placed to co-ordinate and link people up with other services that they need. In order for general practice to fill this role well, they need to consider new ways of using technology and their workers to provide better, co-ordinated services to their patients.

This might mean more use of email and phone access for people who want it and, for situations that can be safely managed in this way, better linkages between the general practice and other services in the community that can help with the person's health needs.

The key point is that it is co-ordinated. One way to do this is for health professionals to share a health record.

For any of these types of changes to work, they need to be established in partnership with patients, with a clear understanding of what will work for them. This is the heart of the patient and whānau centred approach that underpins the Neighbourhood Healthcare Homes (NHH) initiative.

In Northland, the locality of NHH will be centred on clusters of (or in rural areas, single) general

practices where the co-ordination work of a NHH will occur. This is a joint project between Northland DHB and the Northland primary health organisations and we are supporting the development of this concept by working with interested groups, initially in Whangarei and the Mid North.



#### THE FIRST 2000 DAYS

Every child in Northland deserves to be safe and well, growing and developing to their full potential. There is widespread agreement on the role of universal child and family health services in identifying health needs within the family in order to provide families with support as early as possible. Sadly for too many children in Northland, access to universal child health services is not equitable.

These children are missing out on services that support the best start in life—protecting them against illness, detecting problems early and providing the support to their families for early intervention. Health outcomes for these children are significantly poorer than for others in Northland. Tamariki Māori are disproportionately over-represented in the group of children with poorer health outcomes over a number of key indicators.

#### THEY ARE LESS LIKELY TO:

- be fully immunised on time;
- receive all Well Child screening and assessments;
- access oral health services as pre-schoolers.

#### THEY ARE MORE LIKELY TO:

- be admitted to Special Care Baby Unit (SCBU);
- be admitted to hospital for respiratory, gastro-intestinal complaints and skin infections.

Some of the key contributors to poor outcomes are outside the influence of health services, such as the impact of poverty on the health of families. There are, however, contributors that health services can influence and which are our responsibility to address.

For example: how effectively services work together, how we share relevant health information, the quality and consistency of health messages, how we join the dots for families to ensure that transfers of care between services are easy for them, how patient-centred we are, and how receptive, responsive and flexible we are to varying needs and values.

There are some significant barriers to children receiving the primary care services to which they are entitled. We know that the different systems various providers use for the recording of children's health information become an issue when information needs to be shared with other services. Some services are configured around the needs of staff, not the families. The health literacy of families regarding what, how, why and where to access services is

variable. As health professionals we sometimes make incorrect assumptions about what people know and understand. When combined with sustained material hardship, such as poverty, these barriers contribute to the poor health of Northland children.

The First 2000 Days (F2000D) programme – one of the five Northland Health Services Plan programmes of work, aims to ensure 'No Child is Left Behind' – all Northland infants and children (beginning in pregnancy and to age five years) receive their entitlement of universal services and access to early intervention where need is identified. As there is an unacceptable inequity in health outcomes measures for Māori children in Northland, they are the central focus of all activity in this programme of work.

The health system is complex, with decision-making and actions occurring across a range of individuals, teams and organisations, so a systems approach to quality improvement across services is necessary.

The Steering Group for F2000D Programme and the individual project working sub-groups are comprised of representatives from maternity and child health services and are informed through a variety of processes of consumer feedback and engagement.

Pat George, a noted ceramic artist, has been commissioned to produce a mosaic artwork for the front entrance of Te Kotuku.

Entitled 'Windows of Northland' the mosaic features icons from across the region. The east and west coasts will be presented at the front entrance, joined together by a waka and Bream Head placed along the top of the reception area.

Two tiles will initially be left off the mosaic, and will be placed by the families of the first boy and girl to be born in the unit.

The official opening of Te Kotuku will be in February 2016 including an open day for the public.



Te Kotuku

## NORTHLAND'S NEW MATERNITY UNIT

Construction of Te Kotuku, our new maternity facility, is nearing completion. The board made the decision to construct an additional shell above the unit now, to avoid any disturbances of maternity services when the new hospital is gradually built. The necessary foundation and infrastructure work will have already been carried out in preparation for additional floors being added at a later stage.

The name, Te Kotuku (White Heron), has been chosen for the new unit as a symbol of prestige, purity, and uniqueness. One of the greatest compliments among Māori is to liken someone to kotuku, for it signifies everything rare and beautiful.

Te Kotuku replaces the current 40-year-old maternity wards with a modern, family-friendly facility. The facility will co-locate antenatal clinics, assessment rooms, birthing rooms and post-natal beds that are currently spread over two floors in the hospital.

The new facility includes a high dependency unit and central staff base. Each birthing room and bedroom has full ensuite facilities. There is a dedicated room for parents and families who lose their child from stillbirth or neonatal loss. Alongside this is a maternity assessment unit with beds which will reduce the number of short-stay patients.



# Medical Centre Enrolment

## Why should I enrol with a Medical Centre?



- It is free to enrol;
- You need to be enrolled with a Medical Centre to be eligible for cheaper fees;
- You and your family need to be enrolled with a Medical Centre. They provide services to keep you and your family healthy and well;
- They also provide services when you are unwell;
- Your children need to be enrolled with a Medical Centre to get free visits with the doctor or nurse until they are 13 years old;
- One of the services to keep your children healthy and well is immunisation. Immunisation protects your children from illnesses like whooping cough and measles which could make your children very sick. When you and your children are enrolled with a Medical Centre they will remind you when immunisations are due.

## What happens if I am enrolled with a Medical Centre and go to another?

- You can change to a new Medical Centre at any time;
- If you are enrolled at one Medical Centre and visit another it will cost you more to see the doctor or nurse. This is because Medical Centres charge lower fees to people who are enrolled with them. Enrol with the Medical Centre you visit most often.



## What happens if I don't visit my Medical Centre very often?

- If you have not been to your Medical Centre for three years they will make contact with you;
- If they can't get hold of you, your enrolment may lapse and you may pay higher fees when you visit;
- If this happens then you need to enrol again with that Medical Centre or with another one of your choice.

## WHERE IS THE BEST PLACE TO GO?

For minor illnesses or injuries, infections or persistent symptoms visit your Medical Centre or health clinic.



## QUESTIONS THAT YOU SHOULD ASK YOUR DOCTOR

### DIAGNOSIS

What do you think is wrong?

### TREATMENT

What are we going to do about it?

### OBSERVATION

What do I need to look for when I get home?

### COMPLICATION

Is a more serious illness such as meningitis possible?

### ACTION

What do I do if something goes wrong?

## WHERE TO GO FOR WHAT

### EVERYDAY ILLNESS

For everyday illnesses such as hay fever visit your **local pharmacist** or call **Healthline 0800 611 116**

### MINOR ILLNESSES

For minor illnesses or injuries, infections or persistent symptoms visit your **GP or health clinic**

### LIFE THREATENING

For life threatening conditions, severe or rapidly worsening symptoms or major injuries **Call 111** or go to your nearest **Emergency Department**

### AFTER HOURS

After hours (5pm-8am) **Whangarei White Cross Accident & Medical 09 470 1083** or **Dargaville Medical Centre 09 439 8079**



# A PLACE TO CALL HOME

**SHARON SKIFFINGTON** and family are the new owners of the rest home previously known as Seaview Retirement Park, on Whangarei Heads Road near Parua Bay.

At the beginning of 2015 I did not even know where Parua Bay was. Now I say I am living in paradise.

I was impressed with 'Seaview' and its spectacular location the very first time I came to visit. A few months later I am so happy to be able to call Parua Bay my home and place of business. I love it here!

In taking on the business, I have changed the name to **Tranquillity Bay Care** and have lots of ideas to update the premises and make it into a true family home for all who choose to live here.

Working with my 'dream team' of enthusiastic and helpful staff, we have started renovating the downstairs Manaia wing. It was tired and rundown. Now it is just

like new – fresh paint, new carpet and curtains, new beds.

I would not let my own mother live in something I was not comfortable being in. (And yes, my Mum is living in Tranquillity Bay Care. I brought her up from Auckland with me, with my sister's blessing. Mum is really enjoying her room with a view.)

Being in the rest home industry is not the same as working in a factory. We are caring for people – for myself and my partner, this job is a way of life. We treat the residents as if they were our own family. Hugs are readily available!

We have heaps of work and exciting times ahead, with the redevelopment of the gardens and rooms, and getting to know the

people in the community.

The rooms we have been redecorating are now available for living in. I have even put in a little kitchenette so families may make their own cuppa when they come for a visit.

Come and see us at Tranquillity Bay Care, the Family Rest Home on the Hill.

### CONTACT

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TRANQUILLITY BAY CARE

Authorised by Winston Peters, Parliament Buildings, Wellington

 **WINSTON PETERS**  
MP FOR NORTHLAND

 **PITA PARAONE**  
BASED IN WHANGAREI

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#### GIVING TO BENEFIT US ALL, NOW AND IN THE FUTURE

Northland Foundation works with the whole community to inspire generosity for Northland. Forever.

We have a special relationship with Northland DHB.

Northland DHB and Northland Foundation work together, raising donations and endowments to get the 'optional extras' or top of the range equipment or services for the DHB that can make all the difference in providing the best quality healthcare possible. It is never an alternative to Government funding.

#### ANYONE CAN HELP – AND EVERY LITTLE HELPS

One of the special programmes that Northland Foundation co-ordinates annually is the Countdown Kids Appeal. Last year Northlanders raised nearly \$130,000 through donations at Countdown supermarkets. With the money raised, Child Health has bought all kinds of extra equipment especially designed for children.

#### DIFFERENT WAYS TO GIVE

There are other ways to give that mean a gift goes on forever. When you give an endowment to Health Fund Plus, it's a donation where the capital amount is retained and invested, and only the interest is ever used – so it keeps on growing, forever. Northland Foundation is the organisation that ensures your money goes exactly where you want it, and also ensures that it keeps growing to keep doing good.

You can give to any part of Northland DHB health services through Health Fund Plus; it's entirely over to you.

#### JIM CARNEY CANCER TREATMENT CENTRE

For several years Northland Foundation focused on completing the huge task of working with the community to raise \$3m through the 'Project Promise' appeal to build the Jim Carney Cancer Treatment Centre for Northland.

This goal was achieved through the wonderful support of individuals, families, service groups, businesses and organisations and the Jim Carney Cancer Treatment Centre opened in November 2014.

It's not too late to give. A donation to the Cancer Treatment Centre, or any other part of Northland DHB health service could be your way to say 'thank you'.

If you are interested in talking to us about Health Fund Plus, or about any other aspect of the work of **Northland Foundation**, just give us a call on **09 459 6327**.



**Henderson Reeves  
Connell Rishworth**  
*creating smart legal solutions*

## FACING FORWARD

**Long term team members, and now directors, Thomas Biss, Jeremy Browne and Jamie Bourke are leading by example at iconic Whangarei law firm Henderson Reeves.**

Founding partners Ian Reeves and Stuart Henderson are delighted with the expansion of their leadership team, which they strongly believe will ensure a successful future for the firm and its clients.

While Ian is still actively involved in the firm as both director and employee, he has chosen to relinquish a share of his ownership to Jeremy, Thomas and Jamie, as a key step towards securing the firm's future.

"Don't get me wrong, I'm still very much involved in the business," says Ian. "I remain a director and employee of the company, and still thoroughly enjoy working with our incredible team at Henderson Reeves."

However, Ian strongly believes now is the time to take a step back to allow the next generation of directors to step up and shine.

"We have three magnificent people who have agreed to step up to lead this great business. They share our values, deliver excellent work and have strong connections to Whangarei, which is very important for us. They are all incredibly hard workers, and all willing to commit to the firm's future, which is key to our succession planning."

Ian and Stuart are both very proud of the firm's success, growing from humble beginnings and a staff of five to a team of 37 today.

The new directors are passionate about working and living in Whangarei, where all three are now raising their own families. In fact, Jamie has just welcomed her second child, and is currently at home on maternity leave.

Ian says the focus at Henderson Reeves has always been on the people, and the importance of creating a positive working environment where people enjoy their work.

"Even when we started our small firm 35 years ago, we always focused on people enjoying their work and their workplace. When good people come along, you need to look after and support them, which in turn builds great relationships and ensures low staff turnover."

"The longer I've been in law, the more interesting and rewarding I've found it. I have no desire to stop practising, but it's great to have the trust and confidence in our team to now hand over part of the company to the next generation of sharp young minds."

#### CONTACT

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[hendersonreeveslawyers.co.nz](http://hendersonreeveslawyers.co.nz)

From left:  
Thomas Biss,  
Jamie Bourke &  
Jeremy Browne

#### JEREMY BROWNE

Jeremy joined the firm in 2008, following success in a number of senior roles in Auckland, and is highly regarded for his court work, described by colleagues as "stunning". A senior member of the firm's dispute resolution team, Jeremy has extensive experience in commercial litigation and Ian says he brings enthusiasm and charm into everything he does. "He's also a great mathematician and avid runner, and happens to be frighteningly good at chess."

#### THOMAS BISS

Thomas has been with the firm for eight years, and leads the business law team. He specialises in commercial and property work, and had extensive experience in England, as well as experience in large national firms. Says Ian: "His knowledge and experience is incredible – as well as that of his wife – highly regarded family law specialist, Dr Emily Henderson."

#### JAMIE BOURKE

Jamie joined the team in 2005, after being admitted to the bar the same year. Jamie has a special interest in trusts and commercial law, in particular farming, which stems from her upbringing on the McGregor family farm on Three Mile Bush Road. Ian says he has thoroughly enjoyed mentoring Jamie from day one. "She is very grounded and brings with her a great sense of humour."

# Coffee, tea and Hundertwasser

It's a trip down memory lane for THOMAS and ANGELIKA SCHUSTER, owners of the new Kaffeehaus in Rathbone Street.

Their welcoming café near the Cameron Street Mall not only provides the heart-warming coffee 'fix' you need on any given day, but also brings a dash of European culture within a relaxed atmosphere.

Thomas and Angelika emigrated all the way from Germany four years ago. The move to Whangarei was instigated by their search for a more relaxed and quieter lifestyle; opening up Kaffeehaus was not a difficult decision.

With backgrounds in IT and retail sectors, the change to the hospitality business came about because Thomas and Angelika enjoy communicating with the locals and being part of the community. "I really like being with people and having company – not sitting around in an office," says Angelika.

Kaffeehaus will also carry a Hundertwasser theme, where art influenced by the famous Austrian artist will be showcased in the café. Having recently changed from a franchise to their own company,

this change is still a 'work in progress'; the couple plan to have it all finished by the end of 2015.

Having the Hundertwasser theme was a 'no-brainer' for Thomas and Angelika, who come from a region in Germany that neighbours Austria.

"We are Bavarians, and that is the closest to Austria, so bringing in Hundertwasser's influence was an obvious choice," Thomas says.

Kaffeehaus is a slice of home, but the Schusters have already adapted to the Kiwi lifestyle.

"We like the Whangarei people, and the great environment here. We are not really interested in going back to Germany."

Kaffeehaus is open six days a week, 7am-5pm weekdays, 8am-5pm on Saturdays. You are always welcome.

## CONTACT

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# RODNEY WAYNE WHANGAREI LOVE IT HAIR!

What makes Rodney Wayne the most recognisable name in haircare in NZ? Core values that recognise each client is unique and everyone has a right to look and feel fabulous.

Rodney Wayne opened his first Auckland salon in the CBD in 1980. Immediately the lavishly-decorated salon captured the attention of Aucklanders looking for a world-class style. He took sophistication to the suburbs and within eight years was operating eight salons. The Whangarei salon opened in July 1995. Rodney quickly realised an in-depth consultation was vital to understanding and achieving each client's needs and wishes. Great service and even better hair were his hallmarks. Today, 20 years further on, there are 36 salons and 13 Shampoo 'n' Things haircare stores across the country. Rodney Wayne remains New Zealand's most recognisable name in hair care.

Our hair stylists and colourists listen, and care. We recognise that everyone is an individual. All our stylists and colourists are trained to enhance the beauty of your hair without compromising its health or integrity.

We use exclusively and recommend L'Oréal Professionnel colours and Kérastase hair care products. There's an appointed L'Oréal Colour Rodney Wayne Ambassador in every salon who can consult with you on the right treatments to transform and maintain the beauty of your hair.

The award-winning Rodney Wayne artistic team led by Richard Kavanagh regularly participates in editorial photoshoots for fashion magazines and hair competitions, as well as working backstage at New Zealand Fashion Week and Mercedes Benz Fashion Week Australia.

With a passion for creative styling and true dedication to quality, the local team at

Rodney Wayne Whangarei works on the proven model, so when you visit our salon you can be sure of a great experience with a warm, friendly atmosphere.

No matter what you're looking for, if you want a change of style, a new colour, or just want to spoil yourself with a Kérastase Fusio dose ritual treatment that will make you look and feel fabulous, come and see us in the heart of Whangarei's CBD.

Owner Kathryn Darroch says: "We want every client to look and feel fabulous. We specialise in creating a beautiful look that will inspire you to look your best every day. So come in and meet our team, experience our professional and friendly atmosphere, and see what we will do for you."

You can book an appointment and see the stunning new Rodney Wayne Summer Collection online.

## CONTACT

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www.rodneywayne.co.nz

Open: Mon/Tue/Wed 9am-5pm,  
Thurs 9am-8pm, Friday 9am-6pm,  
Sat 8am-4pm

RODNEY WAYNE WHANGAREI LOVE IT HAIR!



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- We listen.
- We care.
- We recognise that each client is an individual.
- We will enhance the beauty of your hair without compromising the health or integrity of your hair.
- We believe in developing people and helping them reach their true potential.
- We believe everyone has a right to look and feel fabulous.



## VIETNAMESE FOOD is about balance, which is what makes it so delicious.



The five tastes that appear in most Vietnamese dishes are spicy, sour, bitter, salty and sweet, they all appeal to different senses. Can you identify it?

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MEMBERS, THEIR GUESTS AND AFFILIATES WELCOME

# WE USE TECHNOLOGY TO GIVE YOU PEACE OF MIND



Having worked together in the security industry for over 35 years, USN directors John Kallu and Peter Sowry (pictured) have seen astounding changes, especially in technology and the range of services now available in the digital age.

However, this 100% locally-owned and operated firm has prospered not simply because of technology.

"It's about knowledge, training and customer service," says John, who founded the company that grew to become USN in 1979, with his wife Ailsa.

"The electronic security industry is still fairly new, having started only in the mid-1970s. And it is largely unregulated. You can start up a company tomorrow and call yourself a 'technician'."

"The most crucial thing is knowledge – and that's why we have a policy of employing technical staff who have a formal background in electronics."

"Our expertise runs deep, and it's across the board. From small home systems to massive camera systems. From Northland-wide access control systems to corner dairy burglar alarms."

Peter Sowry's career is itself a case in point. NZCE-qualified in Electronics, he joined John and Ailsa's fledgling operation way back in 1981 and became a business partner in 1991.

That's 70 years combined experience inside their heads, without even mentioning their seven formally qualified Technicians!

And while technology in the digital age is smarter and faster, Peter says, the key to longevity in the industry is using that technology effectively to give customers what they value most:

"Protection. And the peace of mind that comes from knowing that the people and things you value most in life are well protected."



UNITED SECURITY NORTHLAND

"SIMPLY QUALITY"



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## How to get the very best out of your UFB fibre connection

### FOR STARTERS

If you are using a WiFi router in your home or business (most people do), you may not be getting the best speed available. The good news is there is a solution.

If the WiFi range in your house or business is poor, a WiFi range extender may push the signal further; or you can add Powerline adapters that use your home's electrical wiring to create a fast home network.

All buildings have weak or dead WiFi spots – frustrating when these are where you most need a strong WiFi signal. WiFi black spots are often caused by distance from the wireless router (wireless signals weaken with range), thick walls and electrical interference, so move your router away.

### UPDATE YOUR WIRELESS ROUTER

If your house suffers from weak WiFi and you've tried repositioning your WiFi router, think about upgrading your wireless router.

Your Retail Service Provider (RSP) may be able to supply, or recommend, a higher specification router, so talk to them before purchasing to ensure it will work on their network.

You won't get the maximum range and performance from the newer wireless router unless your computers, smartphones or tablets also use the same WiFi standard.

You can buy a wireless adapter – from as little as \$50 – that plugs into a USB port. You can also add a new wireless adapter inside a desktop PC case or via a PC Card slot.

### CREATE A NEW POWERLINE HOME NETWORK

Consider using Powerline adapters that create a fast home network using the electrical wiring in your house. This means you can take your Internet around your house without losing much performance. Creating a Powerline home network is as easy as plugging into a power socket.



### WIFI EXTENDERS

A new wireless router or Powerline adapter set with built-in wireless are best but can cost more than a simple WiFi extender. WiFi extenders catch a wireless signal and then rebroadcast it, helping to strengthen the signal from a router on a different floor of a house or on the opposite side of a building.

The WiFi extender needs to be placed in a central location, not too far away from the main router.



### HOW TO CHECK YOUR WIFI RANGE

There are many apps available for Apple and Android smartphones. An example of each is 'SweetSpot' for Apple and 'WiFi analyser' for Android. Once installed in your phone you can move around your property checking for dead spots and sweet spots.



# HIGH FLYING NORTHLAND'S WORLD CLASS TECHNOLOGY

Tucked away in the most unassuming of buildings at Whangarei airport lies a technological gem ... a slice of Kiwi ingenuity that is saving New Zealand's busiest air ambulance service thousands of dollars every month.

And every dollar saved goes towards many of the hundreds of life saving missions carried out each year by Northland's Electricity Rescue Helicopter service - while also providing a crucial training platform for the pilots.

The rescue helicopter simulator (officially called a Flight Training Device) was designed and built in Northland. Pilot and computer whizz Jon Keller and Engineer Grant Robinson led the programme, backed by the wider Northland Emergency Services Trust (NEST) team, on a shoestring budget.

The world class simulator is Civil Aviation Authority (CAA) certified and is fast becoming popular, with the general public hiring it for the experience, which also helps raise funds for NEST.

Chairman Paul Ahlers says the beauty of the FTD is that pilots can spend more time on scenario training without the cost of real airtime.

"What is special is how this has been developed by our people. We estimate there will be a two to three year payback." (It was created for a cost of just \$150,000 and is worth easily more than \$500,000.)

So why should you care about this simulator?

Simple - it means Northland's Rescue Helicopter pilots are continually testing themselves and undergoing training without having to constantly take out one of the fleet of electricity rescue helicopters from the hangar on Western Hills Drive. Nor do they have to attend expensive training in the United States costing more than \$17,000 per pilot, per trip. Let's not mince words here: this simulator is amazing. It is so realistic that people have experienced motion sickness by the end of their time within the simulator.



A recent upgrade saw the simulator's technology increase to running five projectors, meaning screens all over the simulator create a true experience of flying a helicopter and bring the machine up to a Level D rating.

Built using the shell of a Sikorsky helicopter that was a wreck following the 2011 Japanese tsunami, the Flight Training Device, importantly, also allows paramedic training to be undertaken in simulated flights.

To obtain a Level D rating, the extension and upgrade of the visuals system for the Nest S76 Flight simulator were required.

The upgrade filled in the carpeted areas around the side and front of the simulator's fuselage, giving the pilots a view of the world when looking down through their door windows, and when looking through the chin bubble.

Those using the simulator can choose to "fly" in any exotic location around the world, as well as over Northland's own rugged lands.

## WANT TO FLY YOUR OWN RESCUE HELICOPTER?

Bookings are taken through NEST's website for the simulator - check out [www.nest.org.nz](http://www.nest.org.nz)



Northland Emergency Services Trust



# ELECTRICITY RESCUE 2015 HELICOPTER APPEAL

Official Electricity Rescue Helicopter Sponsors



## SPARE CHANGE? EVERY DOLLAR COUNTS

Joey Yovich has passionately embraced the cause of Northland's Electricity Rescue Helicopters - as one of only four official ambassadors.

On a daily basis he hears and sees them fly over his Whangarei home, watching them land at Whangarei Base Hospital as their crews and paramedics help yet more people.

It has been the case since Northland's air ambulance service was launched in 1988, only a matter of years before Joey's cricketing career blossomed.

Since becoming an ambassador, Joey has carried that mantra to Australia and beyond, creating awareness of one of New Zealand's busiest life-saving services wherever he goes.

Joey is adamant he has been given so many opportunities and so much support from his community that it is opportune to now give back.

The Sport Northland Community Sport Advisor hails from a proud family of Dalmatian heritage where hard work was a given, along with grit, determination and loyalty - traits that shone through in a cricketing career that saw him scale the heights of New Zealand domestic cricket.

In contrast to the ultimate competitor on the field, Yovich was ever the gentlemen off the field and a keen observer of life outside cricket.

"It has been fascinating learning about the history of our rescue helicopter service. So much work has gone into it and there are so many humble, unsung heroes. It really is a privilege to be involved and I'm really enjoying doing my bit to make a difference.

"I guess the one recurring theme that keeps coming through is that this service has touched so many people over such a long period of time. It's part of our fabric of society in Northland and we need it now more than ever. What these people do is just gold."



## GIVE THE GIFT OF TIME



## EVERY MINUTE, EVERY SECOND, MAKES A DIFFERENCE

### REASONS YOU SHOULD SUPPORT OUR RESCUE CHOPPERS:

- Each life saving flight costs. A flight from Kaitiaki to Whangarei costs \$8000, while a flight from Whangarei to one of the Auckland hospitals totals \$6000.
- The rescue choppers can fly in excess of 300km per hour - enabling quick transportation to treatment. A crucial factor in lives being saved.
- In just one year, the rescue choppers will fly approximately 300,000kms - this is seven times around the world.
- To maintain these helicopters so they are always flight-ready costs!
- What price would you put on your life, or the life of your child?

Donate \$10 or more and be in to **win** one of **60 rides** in one of Northland's **Electricity Rescue Helicopters**

Plus **win** one of **10 rides** in a **Helicopter Simulator**



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# ELECTRICITY RESCUE HELICOPTER CASE STUDIES

## ROBERT'S STORY

Robert Le Vavasour never expected he would one day need the services of the rescue choppers run by the Northland Emergency Services Trust – but an incident involving a large bull and a motorbike changed that mindset pretty quickly.

On March 8, 2015, Robert was heading home on the winding roads near Oakura when he came around a corner and had barely moments to register that there was a very large bull in the middle of the road. With nowhere to go, Robert could not avoid hitting it, sending him flying off his bike and leaving him with significant injuries.

"It had to be at least 250kgs, it was big. I broke my collarbone, my hand and my shoulder blade. I had a dislocated shoulder and the pain was unbearable. I just sat on the road until the ambulance came," Robert says.

The decision was quickly made to bring in one of Northland's Electricity Rescue Helicopters to enable the paramedics to avoid taking a pain-riddled Robert in an ambulance for more than 30kms of winding, curving and often rough roads. Landing at the nearby Oakura Beach, the helicopter created a smoother, faster transfer to hospital for Robert.

Months later, and with four major surgeries completed on his injuries and still more recovery to go, Robert's wife Dot reflects back on the night it all happened, an evening that Robert barely remembers.

"You never know when you are going to need one of Northland's Rescue Choppers – we had never thought about using one, about needing one after an accident.



Former Whangaruru Fire Force Chief Robert Le Vavasour with wife Dot.

"When you live rurally like us, it really was a godsend and we were so thankful for it because we do live so far from town. It made a painful trip a lot easier for Robert that night. People should donate to the cause, because you just never know when you might need it," says Dot.

## ELLA'S STORY

It is every parent's worst nightmare – being told your daughter has been hit by a car and is lying in the middle of the road, broken and bloodied.

Just a few months ago, Amber Knight lived that moment. She rushed to her eight-year-old daughter Ella's side as she screamed hysterically on the asphalt.

"She was screaming in pain. The ambulance arrived and assessed her and within minutes the decision was made to get the rescue helicopter there. She had been given an ultrasound in the ambulance, she was critical and she needed to get to hospital in the shortest amount of time possible."

Getting Ella into the helicopter and flying to Whangarei was all a blur, Amber recalls.

"It all went so fast. She was taken down to Whangarei hospital, then it was decided she needed to go to Starship immediately."

Ella's extensive injuries included two small brain bleeds; a gash above her eye; fractured ribs; a fractured shoulder blade, left wrist, left tibia, left fibula, plus a small fracture in her pelvis. Her right leg was also injured, with a large hole ripped in the skin above her knee, and gravel rash. She was in critical condition and every moment was crucial in getting her to specialised care.

After a week in Starship, and a few more days back in Whangarei Hospital, Ella is finally home and has returned to school. She is still undergoing treatment and appointments for her injuries.



Left to right: Ella Knight, Brooke Sparksman and Amber Knight.

"I was so relieved to see the helicopter. I know how important it is to have the service, because when I was pregnant with my first child I had to be flown from Kaitia to Whangarei Hospital because I had pre-eclampsia and needed urgent care."



*Northland's most exciting waterfront destination*

Marsden Cove is a unique and comprehensively planned marine village, home to a world class Marina and an impressive residential canal housing development, located within Northland's beautiful Bream Bay.

Marsden Cove offers an exclusive waterfront experience, enabling canal front sections with private jetty and boat ramp facilities. For residents, boating is made easy, they can simply launch the boat and set off to pursue boating activities in the Whangarei Harbour and beyond. The fresh salty waters of the canals are perfect for swimming and a wide range of water activities. Waterfront living at Marsden Cove is met with breathtaking views of Mt Manaia.

The bustling waterfront retail at Marsden Cove includes a café, hair and beauty salon, local store, fishing club and more. Never short of activities there are many events such as fishing competitions, music festivals, community markets and more, held in Marsden Cove's Event Marquee located right on the water's edge.

As part of the biggest growth region in Northland, the popularity of Marsden Cove is increasing and it is becoming apparent people want to be a part of this outstanding neighbourhood. Come and experience Marsden Cove for yourself, visit our friendly sales staff or arrange a private viewing of our canal front Show Home at 33 Stace Hopper Drive.



For more information - Visit : [WWW.MARSDENCOVE.CO.NZ](http://WWW.MARSDENCOVE.CO.NZ) or Phone : (09) 432 8379

# FIRST CHOICE for mariners in the North

Big things are happening at Marsden Cove Marina – to the range of services and amenities, to occupancy levels and, most importantly, there's new vision and drive from management to make it Northland's premier boating destination.



Getting boats in and out of the water, and to and from the hardstand, is the job of Marsden Cove Marina's new 80 tonne haul-out machine, similar to this one.

The 230-berth Marsden Cove Marina complex is situated in the lee of the ancient volcanic peaks that guard the entrance to Whangarei Harbour and manager Brent Wilson has a big vision for its future.

"We want all mariners – New Zealand sailors, boaties, fishers and weekend warriors or overseas adventurers travelling around the world – to know that Marsden Cove Marina is their 'home away from home' (or even their live-onboard port), with all the facilities and amenities you might expect from an international resort.

"If you're sailing or cruising or just looking for that favourite fishing spot off Northland's beautiful coastline; if you need a mooring with power, Wi-Fi, water and waste disposal facilities, or you're looking to do your laundry or stock up on victuals or other items at our retail facilities; need fuel, repairs or maintenance. Marsden Cove Marina is your one-stop destination."



Brent Wilson

Brent took over as Marina Complex manager of Marsden Cove Marina in January 2015 and has set about creating a client-focused work and recreational environment, backed up by a service and performance ethic that aims to ensure clients have access to amenities and services that are the equal of any marina or resort in the South Pacific.



Photo: Full Moon Photography



"Our goal is to provide the services and facilities local and international sailors and boaties want," he explains. "Our staff are trained to bend over backwards for clients and our motto is: **'The customer comes first! How can we help?'**

"We have a restaurant here with great food and atmosphere, and a range of retail stores. We have almost everything you need at the marina, but if it's not available onsite we have a 'resort-level concierge service' to ensure customers get what they want.

"We offer a courtesy service for groceries, etc, to the local supermarkets and retail shops. We have a modern rental car fleet at very reasonable rates. We can recommend services, tradespeople and service providers such as marine engineers, mechanics, sailmakers or ships' chandlers."

The Marina also operates its own 24-hour fuel dock and a land-based self-service operation, also open to the public 24/7.

"We want to be the major fuel stop for Whangarei harbour, where boat owners can tie-up anytime and be confident we have all the diesel or petrol they need," Brent adds.

"We can offer vessels heading offshore GST-exempt fill-ups. And this marina is a New Zealand 'Port of Entry' and has Customs and Immigration and MPI (quarantine) clearance facilities."

To cope with the expected increase in demand, Marsden Cove Marina is about to begin development of a haul-out and concrete hardstand facility to increase its capabilities.

The new hardstand, located on adjacent land just over the road from the marina slipway, will have covered storage and a full range of marine service, repair, painting, engineering and fitting, chandlery, retail and brokerage.

Getting boats in and out of the water, and to and from the hardstand, will be the job of Marsden Cove Marina's new 80-tonne haul-out machine (similar to the one pictured, previous page).

Built in the Netherlands, the new machine will be able to quickly and easily lift boats ranging in size from small five-metre 'tinnies' to larger multi-hulls, yachts and cruisers up to 33m, with drafts of up to four metres and with beams up to 10.5 metres.

The hauler's design also means boats can be stored gunnel to gunnel, allowing for better use of space at the hardstand area.

A smaller 20 tonne haul-out machine that can handle vessels up to 16 metres (50ft) is also under evaluation.



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# The Changing Face of Corporate Security

The face of corporate security is changing fast, with advances in technology allowing for improved monitoring, more real-time data capture and better security control than ever before.

Whangarei-based security firm ARC Security has always focused on being one step ahead, and is working with a growing number of corporates and businesses needing a complete security system to manage everything from CCTV cameras and alarms through to monitoring and access control for staff and customers.

In fact, ARC Security now has the largest team of fully licensed and trained security technicians in the region, who have installed an extensive number of systems, for large commercial and industrial sites through to schools and residential properties.

"We take a solutions-based approach, starting with understanding the issues our clients are facing," says Andrew.

"If it's a medium-sized business, they may be wanting to monitor employee and visitor movements, protect assets and minimise theft, and ensure

Andrew says clients also enjoy the positive impact their system has on the bottom line.

"Our systems minimise stock loss and asset damage, reduce risks around confidential information and better protect both staff and customers, which all help improve the company's overall performance."

Andrew says new technology means there is a solution for every security concern.

"We are giving companies more control than ever before, creating extra 'eyes and ears' that provide crucial information to improve management of the entire company."

Residential homes are also a key focus for ARC Security, with exciting technology developments in the residential market as well.

"We can now offer fully wireless systems, which are great for rental properties, as well as a full range of options for alarm monitoring, pet-friendly sensors,

ARC's commercial clients include Northland District Health Board, Northport, Northpower, Top Energy, Whangarei PAK'nSAVE and Toll Stadium, with ARC developing a custom-designed solution to meet each organisation's unique security needs.



Andrew and Rachel Chuter set up ARC Security in Kamo 11 years ago, and have gone from strength to strength, building on Andrew's extensive international experience in the security industry and his in-depth knowledge of a wide range of security systems.

"When I first arrived in Northland, I had the option to either set up my own company or join an existing firm. I was keen to play a lead role in introducing new security technology to Northland homes and businesses, so decided to go out on my own, and it was the best decision I could have made – I certainly haven't looked back," says Andrew.

compliance with occupational health and safety requirements.

"Every company is unique, so we assess the company as a whole and then develop a fully integrated security system that will give the company's owners or directors genuine peace of mind. Full integration means all aspects of the security system work together, and the company has full control over where, how and by whom the system is accessed."

remote control access, smoke sensors, panic buttons ... you name it, we can do it."



## CONTACT

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[www.arcsecurity.co.nz](http://www.arcsecurity.co.nz)

# BAYLEYS IN BREAM BAY

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Melva



Christine



\*12 months from 25 September 2014

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## DON'T PUT IT OFF!

**MATT MATHIAS of Adams Trimmer**

**Insurance recommends that you make  
sure you and yours are covered *before* life  
throws you a 'curve ball'.**

If you put off getting life insurance, you may not be able to attain the cover you require when you most need it. Your policy could have loadings or medical exclusions due to health events that occurred prior to applying for insurance. As you get older, your health deteriorates and your ability to attain quality insurance cover can diminish. It is far better to have the insurance and not need it, than need it and not have it.

### REVIEWING YOUR POLICY

People’s life insurance requirements are constantly changing. Many events occur which should be the trigger for you to review your cover – eg getting married, taking on significant debt (eg acquiring a mortgage), having children or starting a new job. As an example, you may require high levels of life insurance initially due to having a young family and a large mortgage. However, as years pass, this should be constantly monitored and reviewed, especially if your debt levels reduce and your children become self-sufficient.

### LEVEL PREMIUMS

The standard life insurance premium is called ‘stepped’ or ‘rate for age’ – meaning, as you get older, generally the monthly premium increases upon the anniversary of the policy.

An alternative type is a level premium policy. Think of this like a fixed mortgage rate. The premium is locked in for a fixed period of time and will not increase annually as your policy renews. You pay more compared to a stepped premium when the policy begins, but the cost of insurance on a level premium is far more affordable as you get older.

### BENEFITS OF USING A BROKER

A good broker eliminates the ‘stab in the dark’ approach and will provide expert, unbiased advice on a case-by-case basis that will focus on ensuring you get the right cover for your needs. A broker will be able to provide a comprehensive summary of all insurance products available, not just life cover, but also long-term disablement and illness. Brokers have choice. They are not aligned to one company; they can consult multiple insurance companies to attain the most appropriate cover for the client.

For first-class assistance with your life insurance requirements, talk to Matt Mathias.

*A copy of Matt’s disclosure statement is available on the Adams Trimmer website.*

### CONTACT

p: 09 470 2238 or 021 786 233  
a: 2 James St, Whangarei  
a: [matt@adamstrimmer.co.nz](mailto:matt@adamstrimmer.co.nz)  
[www.adamstrimmer.co.nz](http://www.adamstrimmer.co.nz)



## Introducing GARETH EVANS

A recent addition to the Adams Trimmer team, Gareth started his career in domestic insurance with AML in 2007, working into a management position by 2010 and managing the Whangarei branch from 2013. Gareth was a finalist in that year’s Emerging Young Professional category.

He had earlier completed a double degree at Otago University (B.Sc in Computing and B.Com in Marketing) then lived and worked during his ‘OE’ in England and Poland, where he met his wife Kasia. The couple now have two young children. Gareth says becoming a father himself helped him “to realise what life is all about”.

Raised and educated in Whangarei, Gareth’s perspective on the insurance industry is that everybody is different and requires individual attention. His listening skills, strong work ethic, and ability to understand the particular workings of a business and how they can be matched to appropriate policies, make him very well-placed to offer sound independent advice.

For a free consultation on your existing requirements, or for new ventures, call Gareth Evans today.

### CONTACT

p: 09 470 2249  
e: [gareth@adamstrimmer.co.nz](mailto:gareth@adamstrimmer.co.nz)  
[www.adamstrimmer.co.nz](http://www.adamstrimmer.co.nz)



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Potter Electrical is a company made up of qualified and experienced electricians committed to delivering reliable, quality service to Whangarei and Northland.

The experienced team delivers their top notch service to all manner of businesses, organisations and residents throughout the region. Having a large team means they can work on the smallest of residential jobs right through to colossal industrial or commercial projects. No matter what time of the day or night you can rely on them to be there 24 hours a day and 7 days a week.

Potter Electrical offers a full range of industry-trusted products and related services. They provide you with solutions tailored to meet your specific needs. They do it all, from simple to intelligent home and commercial solutions.

The team is qualified to install and maintain emergency lighting, power monitoring devices, solar heat pumps, security systems, home ventilation and humidity prevention systems and much more.

Potter Electrical are committed to ensuring your job is completed using the highest quality products in the quickest possible time frame, with the minimum disruption.

These guys can work on the smallest of residential jobs right through to colossal industrial or commercial projects.

#### A passion for the latest energy efficiency solutions

Craig Potter (owner of Potter Electrical) has a great knowledge and passion when it comes to the latest energy saving products and solutions. Take LED lighting, for example; Craig says you can use up to 85% less energy when you use energy efficient bulbs. As well as offering a significant reduction in energy usage, LED is safer, less toxic, and does not require as many replacements as other forms.

Solar Power is another great energy saver and over the last few years, residential properties generating their own solar power for home use has increased by 30-40%.

The rapid recent increase in the adoption of PV solar power systems for homes is down largely to the reduction in installation costs. The mass production of PV panels has reduced the price of home solar power systems, while improvements in the technology itself has greatly simplified the installation process for home systems. These two reasons have meant that the price of installing solar power systems has become affordable to homeowners, with a financial return on investment coming much faster than in previous years.

The vital question to considering any energy saving solution is not always that simple; which products and systems are going to be best suited for your property and give you the very best return on investment?

Call the team at Potter Electrical to get answers to these questions and more!

#### CONTACT

p. 09 437 7778

e. office@potterelectrical.co.nz

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## NATIONAL RECOGNITION FOR WAIPU MUSEUM'S PUBLIC PROGRAMME AND WW1 PROJECT

Waipu Museum was one of four finalists in the '2015 Museums Aotearoa Most Innovative Public Programme Award'. The other three are all publicly funded museums in large cities – a fine achievement for a small museum with three paid staff and 70 dedicated volunteers! Curator **PATSY MONTGOMERY** explains.

As a contemporary museum we try to engage the community beyond our walls, in activities that explore the layers of interpretation and themes that underpin our local history and the stories told within our walls.

Consequently, the Public Programme over the past few years has included the Waipu Grand Pageant (2013) and the visit in the same year of the Tall Ship *Pictou Castle*; the restoration of the old Waipu Manse by Ian Hanna and a team of volunteers; the moving of the original village hall (with volunteer labour) on to what is now known as the Heritage Precinct; and the annual Art n Tartan Wearable Art show, the 'signature event' for Waipu in Tartan – the annual July celebration that marks the anniversary of the infamous Act of Proscription.



For those who haven't heard of it, this act was passed in 1746 after the Battle of Culloden. It forbade Highland men and boys from wearing tartan for nearly 40 years, until it was eventually repealed on 1 July 1782.

Another significant public exhibition which may be unique in New Zealand is the village exhibition of story boards telling the stories of a number of Waipu individuals who participated in the Great War.

These story boards are dotted around Waipu village, with two more at Lings Beach. Another at Takahiwi Marae recognises the service of 10 men from Takahiwi.

There are three remaining story boards to be erected and the museum hopes to continue to produce an online equivalent on its website, in order to tell more of the stories from the 687 identified Waipu descendants who participated in the war.

The Museum was assisted in the creation of the story boards with the very welcome contribution of posts and timber from Northpine.

We encourage everyone in the Whangarei district to come and visit this entirely free exhibition! Maps showing the location of all the story boards are available from the museum, and the stories themselves are fascinating.

### CONTACT

p: 09 432 0746  
 a: 36 The Centre, Waipu  
 e: info@waipumuseum.com  
 www.waipumuseum.com



## \$2M Celtic Barn ready for 2016 Highland Games!

Waipu Joint Venture recently completed the \$2m Celtic Barn in the Caledonian Park, located in the centre of Waipu village. The Celtic Barn was officially opened on 3 July, 2015 by Deputy Prime Minister, Hon Bill English.

The ambitious project received a great kick-start with the donation of a stand of pine trees from Ian McCallum.

Northpine and Rosewarne Cable Loggers combined their resources to maximise the value of the donated trees. Rosewarne felled, logged and carted the logs, all at no charge. Northpine then purchased the sawn logs, paying a premium rate. Thanks to all involved, the value of the logs increased ten-fold to benefit the Celtic Barn.

Northpine followed this by offering a very favourable rate for MSG8 framing timber used in construction of the Barn.

Waipu has a long, distinguished history of support for community projects. Local companies and individuals have contributed in excess of \$500,000 in cash and kind to the Celtic Barn, the new flagship for the annual Highland Games held at Waipu each New Year's Day.

The main area inside the Celtic Barn can be used for a variety

of sports (such as basketball, netball and indoor soccer).

Seating capacity is 400 for dinner or 600 auditorium style. The lobby area is ideal for weddings or other functions. It can seat about 180 auditorium style and roughly 130 for dinner. Excellent commercial-grade kitchen facilities all open out onto the Caledonian Park.

This fine new multi-purpose building and its first-class facilities are a lasting testimony to superb community support.

**Northpine, a keen supporter and sponsor of local people, events and organisations, congratulates Richie Guy, his team and everyone involved in the creation of this outstanding legacy project.**

# edgewater

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The Edgewater subdivision is adjacent to the Waipu river with an easy walk to the Waipu Village. Watch the children in the reserve playground or stroll along the river reserve. A handy location, you will love the lifestyle with a golf course, white sandy beaches, ideal fishing, surfing, cafes and all amenities on your doorstep. With the successful sellout of stage one, we are pleased to offer stage two now for sale with Generation Homes.

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# LOCAL TEAM BRINGS LEADING BRAND TO NORTHLAND



An old friendship and a new opportunity proved the winning combination for two local businessmen who have launched the Think Water brand into Northland.

Cam Walker and Patrick White took over the Northland franchise last year and have since put their combined skills to good use – launching the new brand to Northland, building a team, establishing a retail shop in central Whangarei and building their client base.

Cam and Patrick are both experienced businessmen, with Cam the former owner/manager of City Plumbers – a local family-owned business started by his grandfather in the 1970s – and Patrick having worked for a number of years in Auckland, advising and supplying irrigation systems across the North Island.

Patrick heard Think Water was looking to set up a Northland franchise and took the idea to Cam. Together they started looking into the company, including visiting a number of other franchises across the North Island.

"We really liked what we saw. The Think Water brand is doing really well across Australasia,

and they offer great support and resources from head office," says Patrick. "We also liked the fact that the company acknowledges the uniqueness of every region, and therefore every franchise."

Think Water also offered the opportunity to tap into experiences and expertise from around the country, with shared networks and forums among the franchisees.

With Cam's extensive experience in commercial and industrial plumbing and drainlaying, and Patrick's knowledge of irrigation and pumps, as well as retail, the pair had a huge head start with their new venture, identifying a real gap in the market around expert knowledge and installation, as well as service delivery.

"Having both worked in the industry, we knew how we wanted to differentiate ourselves," says Cam. "People often know they need a pump or a filtration system but they don't know the best option or how it needs to integrate into their existing system. We're really focused on giving great customer service, which includes helping people understand exactly what they need – as well as what they don't – and why."

Patrick uses advanced design software, called Irricad, to design irrigation and reticulation systems

specific to the area, terrain and requirements of each job. This allows customers to see and understand what the system will look like before it is built and installed.

Among the Think Water team are Cam's parents, who remain actively involved in the business, along with an experienced team of plumbers, drainlayers and irrigation designers.

Leading the tight-knit team, Cam and Patrick operate a day-to-day partnership, with Cam focusing on delivery and Patrick managing the retail shop, including offering expert advice and designing customised systems for customers.

When asked to describe the business, Cam says "Think Water" really does sum it up.

"If you think water, or anything to do with moving, collecting, storing or treating it, we can help. Our customers range from agriculture and horticulture and large industrial businesses, including heavy industry, civil construction and sports fields, right through to residential projects of all shapes and sizes, including high-end new homes, backyard swimming pools, garden irrigation and water filtering systems for baches, motorhomes and boats. If you think water, think of us!"



The Think Water team offer expert advice and local knowledge for all your water management projects.



CONTACT p: 0800 1 thinkwater e: northland@thinkwater.co.nz a: 29 Port Road Whangarei

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## What is the Bayleys difference?

New director and co-owner TONY GRINDLE is justifiably proud of his local business and team. With a typically frank and forthright approach, Tony has important information about the position of Bayleys in the marketplace.

"When people see our quality marketing and property presentation, they think that we don't sell 'affordable' properties or that our commission rates are too dear. Unequivocally, our commission is not the dearest in town – and we do sell property in all price classes.

"The property at Tikipunga is just as important to us as the property at Maunu. It's not the property that gets the service, **it's the vendor**, so location is somewhat immaterial.

"Quite rightly, there is a perception that Bayleys properties are expensive or they attract a higher price. Yep they certainly do.

"It's a real advantage that Bayleys Vendors have. They benefit from the perception of quality associated with a Bayleys publication. I guess the alternative is that the properties look cheap, or appear in poor advertising material. I haven't met a Vendor yet who would be happy with this reverse perception."

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#### CONTACT

p: 0800 80 20 40

a: 84 Walton Street, Whangarei

e: [tony.grindle@bayleys.co.nz](mailto:tony.grindle@bayleys.co.nz)

[www.bayleys.co.nz/inthenorth](http://www.bayleys.co.nz/inthenorth)

**BAYLEYS**

# GOOD BUSINESS IS LIKE GOOD SPORT

SARAH KESSELL of Sumpters says you should think about your business team in the same light as you would a good sports team. Success involves sound preparation, leadership, great team selection and a clear, outcome-focused strategy.



To achieve success each team needs to practise hard, develop its skills, know the rules of the game and learn to work together. The team needs to maintain its standard of performance over the whole season, not just for one game.

## 1. STRATEGIC COACH

The Coach sets the strategy, objectives, timing and direction. They know what game to prepare for, along with the players who need to improve their performance and what needs to happen to succeed.

The Coach has one eye on the conditions and the other on the scoreboard. Their job is to look at the past and put into practice strategies and actions to improve future results. They need to have a firm grasp of the laws of the game and the ability to work within those laws to make the most of every opportunity. For good business you need a good Board or advisers who can set great strategy to drive business growth, with the ability to monitor and assess performance regularly.

## 2. SKILLED CAPTAIN

Take a look at one of the best captains the All Blacks have ever had – Richie McCaw. This guy knows about vision, values and about keeping his team focused and motivated. He doesn't try and do everyone's job – instead he allows those in his team to do what they are best at. He excels at implementing strategy, getting team buy-in and leading by example. He doesn't say much, but he demands respect because he 'walks the talk'. A great manager is like Richie – and can make all the difference to your business performance and culture.

## 3. CREATING A GAME PLAN

The most essential component to any team is for everyone to have a clear understanding of where they stand.

This includes clarity around every role and where each individual's responsibilities lie. This allows you to move swiftly past any stumbling blocks. It means your defensive and offensive systems and processes are in place to drive growth and success. The success of any strategic plan relies on the whole team playing their part and putting in the hard yards.

## 4. TEAMWORK

Last, but not least, is understanding that teamwork will drive success in business. During the selection phase, ensure each team member meets their position criteria and you will reap the benefits when game day comes.

You're not going to put a left wing in as a goal shoot in your netball team. Why would you do any differently when it comes to running a successful business?

Play to each individual's strengths and remain flexible enough to switch out players if you need to. It's up to you to take advantage of your team's talents and minimise their weaknesses.

Business success relies on the same things as sporting success – a strong team, clear vision and values, rules and laws, assigned positions and tactical strategy.

Whether you want to win the World Cup or the local league, having the services of an experienced accountant who knows how to get the best out of a business team will keep you firmly on track to win the final.

### CONTACT

p: 09 438 3939  
a: First Floor, 4 Vinery Lane  
e: sarahk@sumpters.co.nz  
www.sumpters.co.nz

### Testimonial

"Sarah Kessell has been exceptional in her ability to listen to all of the different scenarios that can occur in business and interpret what is being said, then put the varying outcomes in a format that is easily understandable."

– David Wech, Director,  
Adams Trimmer  
Insurance



# Kickstart Summer

Is it time to smarten up your property? You bet it is. Some of us just need a good **kick** to get started. Whangarei ITM has the perfect solution. Read on!

Come down to Whangarei ITM in Kioreroa Road, let us know what you need for your home improvement project and "we'll see you right".

Chances are, you'll be able to get everything you need – from gumboots and garden hoses to outdoor furniture and power tools; from a new kitchen or bathroom to a new farm building!

Whangarei ITM is Northland's largest privately-owned timber and building supplies merchant. We supply a vast array of timber and timber products along with a comprehensive array of building hardware.

Thinking of installing a new kitchen? We have the answer.

It's called a UNO Kitchen – from quality flatpacks for DIYers to high-end designer kitchens fully installed, with the latest storage solutions. Very affordable.

Bring us your ideas and wishlist and we'll work with you to create your dream kitchen or bathroom. We offer an on-site design-and-quote service for new or existing kitchen and bathroom projects. Visit Pete and his team in our modern showroom and they will assist you with your design.

Whether you are working indoors or outdoors, ITM has created a range of Building Guides to help. You can download a copy from our website or pick up a hard copy at Whangarei ITM.



Just as handy are our DIY projects catalogues, filled with ideas and offers for home DIY enthusiasts.

If you're serious about your home improvement project, we have the people and the expertise to help make your job the best it can be.

And as if all that's not enough, we're giving away a **\$5000 KICKSTART** to one lucky reader of Face Value Magazine. Who could ask for anything more?

We're open six days a week, so call in to your locally-owned and operated Whangarei ITM and **kickstart your summer projects** today!

### CONTACT

p: 09 437 9420  
a: Cnr Port and Kioreroa Roads  
e: info@whangareitmt.co.nz  
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Entries close Friday 29 January 2016. Prize will be drawn from all correct entries received. The winner will be notified on or before 7 February 2016 and the winner's name published online and in the next edition of Face Value Magazine.

Prize details, terms and conditions of entry are online. Go to:

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# WHANGAREI ITM

"We'll see you right"

# NICHE INSURER, MOTORING ALONG

## Club Auto is taking specialist motor insurance to the next level.

Have you seen the Club Auto Insurance Chair on TV ads and wondered what that is all about?

Club Auto was founded by the Ahlers family of Whangarei in 2008. It specialises in motor insurance for those who find themselves disadvantaged by either their choice of vehicle, previous accidents or driving offences. The company offers an extremely personal approach selecting and purchasing vehicle insurance. The same person that provides your policy will be the same person that handles your claim.

More recently the company has expanded into commercial products, such as taxi insurance, which is extremely popular, particularly in Auckland.

Club Auto GM Jarrard Ahlers leads a team of seven staff from their Cameron Street office. The company also has a nationwide network of repairers, motor assessors and investigators which help support clients throughout the country.

"Our team are a great bunch of people, with a wide range of backgrounds, they are ultimately the 'face' of our company and we take great care in selecting the right people," Jarrard says.

"All Club Auto policies are underwritten by TOWER Insurance and they have provided

a very secure backing for our client base."

Club Auto is currently developing an online insurance portal which will allow clients to purchase their products at any time from anywhere.

"We are very excited about the prospect of our clients being able to purchase cover online, 24/7," says Jarrard.

### CONTACT

p: 0800 506 506  
a: 109 Cameron Street, Whangarei  
a: sales@clubauto.co.nz  
[www.clubauto.co.nz](http://www.clubauto.co.nz)



Eugene Parker, Braden Bailey, Jarrard Ahlers, Anita Harrison, Mary Searley, Fiona Bollu

## THE CHAIR

Rather than build a modified car, the Directors of Club Auto – in conjunction with BMG Marketing – decided to have a higher modified 'Office Chair' as a brand focus.

In the early television exposure for the company the chair appeared in animated form only, designed by Jamie Telfer of Catalyst Creative in their Wellington workshop. Following a highly successful debut on television it was decided to attempt to build a real life Chair.

Club Auto Insurance thanks all the contractors involved for their skill and dedication to a challenging project. Contributors included Whangarei firms Riverside Boat Worx; Metal Worx; Land Sea Power Ltd; Vulcan Steel; Absolute Stainless; and 100% Barrells.

To see a short video of how The Chair was built, and who did what, go online to: [www.clubauto.co.nz/chair](http://www.clubauto.co.nz/chair)



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# HERE COMES SUMMER!

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When summer looms, we all start to think about being outdoors, relaxing and entertaining family and friends. To do this you need a great outdoor area. We can definitely help you there. We can custom-design and make a quality Shade/Sun sail or Waterproof Canopy to protect you from the elements, or finish off your outdoor area by installing blinds in mesh or clear materials.

Call in to see the team at JHC, or get us around to your place. We will take the great ideas in your head and convert them into an appropriate, finished product that will protect you, your family and friends from the ravages of summer sun, wind or rain.

Our reputation for product knowledge and quality workmanship means that customers trust us and are not disappointed in the end result. To see our impressive portfolio of products, check us out online: [www.jhc.co.nz](http://www.jhc.co.nz)



## FAQs

### Who installs the poles for my Shade/Sun sail?

We can do all this for you, or if you have time and resources you can do this yourself and save some money. We do like to advise you on the size, location and depth of the poles.

### My existing outdoor area needs a revamp. What do you suggest?

We have a qualified upholsterer, so some new squabs and cushions or new outdoor furniture covers will brighten up your entertaining area. There are so many colours and fabrics to choose from.

### I am building/altering a house. Do I wait until it's finished to get JHC around for ideas?

No, we can give you advice even in the planning stage. If any extra timber is needed for fixing points, or poles need to be installed, it's so much easier to do it before the build is completed.

### 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

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

you are towing; storage covers to keep your boat dry and clean when not being used; cockpit covers for launches, yacht dodgers, outboard motor covers ... the list goes on and on!

### 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.

### CONTACT

p: 09 438 1741  
a: 17 Gumdigger Place  
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# Leaders WALK THE TALK

The leadership team at People Potential enjoy seeing their students succeed, in a variety of careers. No better case study exists than their own Chief Executive, **BRONWYN RONAYNE**.

Bronwyn has worked for People Potential since 1994. She had grown up in Kaikohe and left school when only 16.

Needing a job, she began working at People Potential as the 'office junior', answering phones, making tea and learning skills from company founder Sandra McKersey, who describes Bronwyn as "one of the cleverest people" she knows.

"This little teenager from Kaikohe asking me for a job had got 90% in School C English!"

Over the 20 years since then Bronwyn has had a quite remarkable career with the firm.

Her current role includes responsibility for implementing all People Potential operations, including organisational leadership, strategic planning, governance, programme approval, resource management, quality assurance, assessment, agency relationships and contractual obligations.

Because of this and her overall contribution to the tertiary sector she was nominated for the ITENZ Margaret Yates Scholarship, named in honour of the outstanding educator who co-founded ITENZ.

It surprised no-one at People Potential that this national award was won by Bronwyn.

The Margaret Yates scholarship supports people undertaking academic projects, undergraduate or postgraduate study, or advancing areas of expertise to further their professional development.

"I am simply amazed at Bronwyn, a true success story, going from office administrator to CEO in the time she has been here," says People Potential tutor Allison Janes. "She is meticulous, articulate, determined and self-motivated. She is supportive, empathetic, with a fabulous sense of humour." And Bronwyn's own 'take' on her success?

"No one stays in their first real job for more than half of their life unless they love it. I work with the most incredible team of people who love the students that we work with. I really do love working in tertiary education. It is full of challenge and heartache, success and excitement. Most of all, it provides the opportunity to make a real difference for our students and our communities."

Bronwyn's career so far is a great example of what you can achieve if you study with a provider who is not only committed to Northland but also consistently recognised as one of the top providers in the country. People Potential has the best rating available from NZQA and is a multiple winner of other ITENZ Awards, including Provider of the Year.

**Leadership is all about walking the talk.**

## CONTACT

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[www.peoplepotential.co.nz](http://www.peoplepotential.co.nz)



## STEVEN COE

Steven came to People Potential to study the Certificate in Computer, Technical and Client Support as he was wanting to secure employment in IT and wanted to ensure he had the right skills.

"The training at People Potential has given me a great opportunity to understand the industry, which in turn has given me the skills and confidence I needed to start my new career."

The option of studying close to home, gaining not only national but International Certifications such as CompTIA A+ was a huge factor in deciding to study at People Potential.

Steven is working fulltime for IT firm Need a Nerd and can be seen driving the streets helping people whose computers have decided to play up, putting the skills he has learned to good use!



## DANIEL MATENE

Hairdressing graduate Daniel Matene, now a Senior Stylist at Villa Hairdressing in the Regent, recently won the New Zealand Goldwell Colour Zoom competition and in October went to Las Vegas to compete in The International Global Zoom event. Daniel's success is testimony to what good training, dedication and drive can do for you.

A local from humble beginnings, Daniel started his career on the PreTrade Hairdressing course at People Potential.

"I have been to many hair shows and events, here and abroad, won local and national competitions, even held my own fashion and hair shows locally. From my PreTrade through to Off Job training, I definitely recommend choosing the People Potential team to begin your career."



## LA PAIX WAETFORD

La Paix started at People Potential wanting to pursue her career in Hospitality, joining the National Certificate in Hospitality (Bars and Clubs) programme, which includes the skills she wanted AND meant she was able to study locally.

"By gaining the right qualifications from People Potential I was able to secure a career in the hospitality industry. I have utilised all the skills and knowledge I have been taught. My tutor, Shona, went the extra mile for me, giving me so much more than just qualifications. Even now, I can call on her for advice and support."

La Paix is now a registered Duty Manager and part of the management team at the Kamo Hotel. She is kept busy with an ever-expanding role and learning new skills and knowledge 'on the job'.

# Brothers

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Toll Stadium hosts numerous events that directly contribute millions to the region. The Fritter Festival alone brings **\$1M** to Whangarei, and the opening game of the 2017 British and Irish Lions tour is expected to be worth up to **\$7M** to our region.

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## Education Works at NorthTec

Whether you're training for your first job, looking for a change of direction or upskilling to progress in your career, NorthTec proves that education works!

With NorthTec you don't have to leave the region to gain a great qualification. We also offer flexibility through learning models that can fit in with your home and work commitments.

We focus on providing education for work – so our tutors come with an industry background and strong connections to local employers. It's all about preparing you for the real world, so your education reflects what you can expect to find once you're out in the workplace.

Best of all, our programmes are highly practical. While university courses have an academic focus and concentrate on the theoretical, our programmes are also hands-on (applied). So you'll get to put your learning into practice as you study with field trips, project-based learning and work-based placements.

At NorthTec we prepare you for life in the workplace by helping you experience it! Business students carry out industry projects, environmental science students get to volunteer in the community and our nursing and social service students carry out work placements as part of their studies.

You don't have to leave Northland to get a degree, either. All our degrees are taught in Whangarei, and many of them offer a blended approach to learning, combining online study with face-to-face study. Part-time options are also available.

A number of our degree programmes offer pathways and exit points along the way. So, if you're not sure you're ready to commit to three years of study, you may be able to gradually build towards a degree, gaining qualifications as you go.



**TENAYA HOKAI**  
BEAUTY THERAPY

"I moved back from Australia to do this course. I checked out other beauty training options but NorthTec's course had a better learning structure and qualifications than the others. I've come from no working experience to a learning experience that includes client days, reception work, and people contact skills.

"From our work experience here I've been offered a job. Our tutors put on events so we can network with the industry, and my work has come directly from doing this course. I will step straight into the job when the course finishes."



**DAMIAN MANAHI**  
ARCHITECTURAL TECHNOLOGY

"I had been working as a builder but got injured last year so decided it was time to change. By extending into design, I can still draw if I get hurt.

"I love designing and this course is helping me understand why we do what we do when we're building.

"My main goal is to design and build my own buildings and sell them. It's something I can take anywhere in New Zealand. My first step when I finish the course though will be to find work in the industry."



**JODY KELLY**  
CIVIL ENGINEERING

"I was working in a managerial position with Fulton Hogan and applied for and got a study scholarship. I was going to choose to study business management but my employer suggested the more technical path of Civil Engineering would open more doors.

"I still work full-time at Fulton Hogan, and I have a two-year-old, so studying one day a week at NorthTec for four years means I don't have to change my life."

### CONTACT

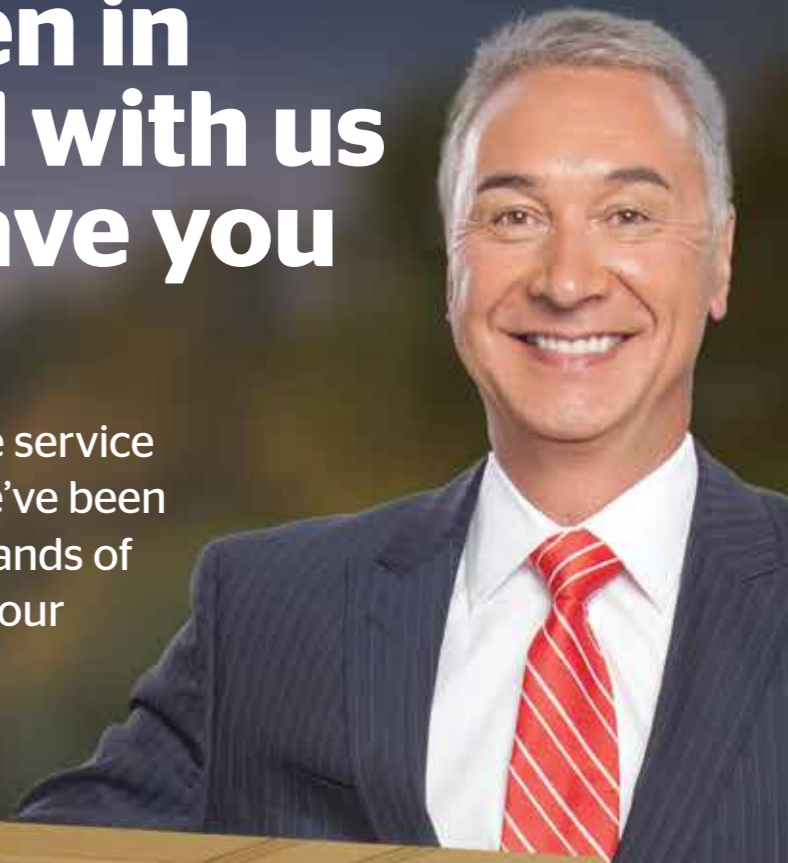
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