

30,000 COPIES DISTRIBUTED **FREE**

WINTER 2014

FACE VALUE

WHO'S WHO IN BUSINESS \ WHANGAREI

MAGAZINE

The **people**
and **stories**
behind some
of Whangarei's
successful
businesses

ICONIC WORK

Trevor Griffiths on managing our
award-winning bridge project P13

Unlock your potential

Sandra McKersey walks the talk
and shares 5 keys to success P18

Journey of a trolley boy

Todd Leathem, proud grocer P21

Northpower Fibre

first, fast and in action P32

www.facevaluemagazine.co.nz



MWIS

LAWYERS

The old trusted firm has
brand new appeal.

Civil Litigation - Employment
- Commercial - Property

Office of the Crown Solicitor

122 Bank Street
PO Box 146
Whangarei, 0140
P: 09 438 4239
F: 09 438 4730
E: mwis@mwis.co.nz
www.mwis.co.nz

Businesses are like people

They come in all shapes and sizes. They fall and fail, recover, regroup. Some fade away; others change their names and get new parents! Some achieve more than others.

Face Value is essentially a topical collection of detailed articles about local businesses, of all shapes and sizes – from a café celebrating its first year to an NZX-listed corporation.

Some are family-owned enterprises that have been here for generations. Others are major employers, titans of industry or professional service providers. And there are innovative new firms still in the 'start-up' phase.

Their stories are all, of course, unique. But in compiling this eclectic mix of articles I noticed some common themes had emerged.

Many of these businesses have received recognition for outstanding achievement, often against the odds and having overcome many difficulties. Businesses are not just names, brands and logos. They have faces, history and stories of success that can educate and inspire us to achieve more.

Face Value Magazine contains many insights into the nature of success – in business and in life.

I invite you to read it, keep it, and share its contents with colleagues, friends and family. You can read the digital version online and send it to people you know anywhere in the world. Enter our reader competition on page 6 and go in the monthly draw (July through October) for a \$250 prize.

We welcome all kinds of feedback, by phone email or face to face. And if you like, you can 'like' Face Value on Facebook!

Let us know what we can do to make this publication even better in the future.

Steve Challis

Editor/Publisher

NEXT EDITION: SUMMER 2014/15
We welcome all enquiries from local businesses wanting to showcase their people and share their unique story.



Businesses are not just names, brands and logos. They have **FACES**, history and **STORIES** of success that can educate and inspire us to achieve more.



Photo: Jan Doak

Contents

Cool designs	08
Offering true value	10
Iconic work	13
Learning curve / Q+A with Sam	14
Good governance	16
Locals changing the face of print	17
Unlocking your true potential	18
The journey of a trolley boy	21
Fresh and true blue	22
All in the best possible taste	23
Delivering the best, at home and away	24
High quality is paying big dividends	25
From father to son ... to son	26
60 years in flooring	27
Quick stop on the road to freedom	28
Local business bites the Big Apple	30
Fibre in action / Running on water	32
Without a travel agent, you're on your own	36
Pain is temporary. Quitting is forever	38
It pays to plan for the worst	40
Mindful of service	41
A business that cares	42
Retirement life with dignity	44
Business is not rocket science	45
Westpac – Investing in Northland	46
Let's talk property	48
Pressing forward	50
Steel buildings / Get value for money	52
The quiet achiever	54
Stronger. Harder. Denser.	56
Attitude is everything	59
Rockin' good crew	62

"JUST AWESOME" "BEST DAY EVER!"

POOR KNIGHTS ISLANDS

TUTUKAKA NEW ZEALAND

Diving worth crossing the world for, and ranked as "one of the top ten dive sites in the world" (Jacques Cousteau)

One of the top ten places to view wildlife (UK Guardian),

Part of the 2nd best coastal destination on the planet (National Geographic Traveler)

Still Northland's best kept secret, and a place that will touch your soul.

Above and below the water, a complete marine and nature reserve, with biodiversity and wildlife that will add meaningfulness to your day.

Snorkel, kayak, swim, dive or just relax; the choice is yours.

Perfect Day OCEAN CRUISE

DIVE! Tutukaka

FREEPHONE **0800 288 882**

Marina Rd, Tutukaka, Whangarei, NZ
Ph: +64 9 434 3867

www.aperfectday.co.nz www.diving.co.nz

FACE VALUE

WHO'S WHO IN BUSINESS \ WHANGAREI

EDITOR
Steve Challis

CONTRIBUTING WRITERS
Katy Brown, Steve Challis, Peter Heath, Emma Jelsma

GRAPHIC DESIGN/PHOTOGRAPHY
Bryce Zhang

ADVERTISING
Steve Challis, Leigh Crosbie

COVER PHOTO
Sam Saddawi

ACKNOWLEDGMENTS
The Publisher acknowledges and thanks all participating businesses and their suppliers for information and images.

PUBLISHER
Face Value Publications Ltd, P.O.Box 982,
Whangarei 0140, Northland NZ

ENQUIRIES
Email: steve@facevaluemagazine.co.nz
Phone: 021 905505
www.facevaluemagazine.co.nz

©2014. All rights reserved. No liability is accepted by Face Value Publications Ltd, the publisher, or contributors for any information contained herein.



www.facevaluemagazine.co.nz

WIN \$250

GROCERY VOUCHER

4 vouchers to be won
To be in the monthly prize draws just complete this sentence

FACE ■ ALU ■ magazine
is about who's who in business

You must be 16 years or older to enter. Only one entry per person will be accepted. You can enter by post, email or online. If entering by post, remember to include your name, contact address and/or telephone number.

POST: **P.O.Box 982 Whangarei 0140**
EMAIL: win@facevaluemagazine.co.nz
ONLINE: www.facevaluemagazine.co.nz/win

Entries close 5pm Friday 31 October 2014. One winner per month will be drawn from all legitimate correct entries received at the end of each month (July through October 2014). Winners will be notified by phone and/or email.

Northland's Eye Surgery



Specialists in diseases of the eyes and eyelids

0800 437 1160
No ACC surcharge, No referral necessary

Regular clinics in: Kerikeri • Kaitia • Dargaville • Mangawhai

19 Kamo Road, Whangarei
info@eyespecialists.co.nz

www.eyespecialists.co.nz

Affiliated Provider to:
Southern Cross
Health Society

4 year Accreditation with:
DAA
Group Ltd

eye specialists

concept to completion



Headlines
HAIRSTYLISTS

Simply the best in Northland since 1971



Ph 438 4910 49 Walton St www.headlineshairstylists.co.nz

Stylist: Kate Lockey



PERSONA Spa
AOTEAROA

Beauty Retail Treatments

Tel: 09 430 7377

1 Dent Street
Whangarei
Northland, 0110

Mon - Thu: 09:00 - 18:30
Fri: 09:00 - 17:00
Sat: 09:00 - 14:00

email relax@personatherapy.co.nz
www.personatherapy.co.nz



find us on facebook
Persona Essence of Beauty

Your favourite spa & beauty boutique for greater self esteem confidence & simply better skin.



Knoll Ridge Café

"... architectural grace achieved under logistical pressure, in an extreme alpine environment." Extract from Judges' Commendation, NZ Architecture Award 2012

COOL DESIGNS

In today's digital world, where freehand drawing and face-to-face engagements are rapidly disappearing art forms, one Whangarei architecture firm, HB Architecture, is delivering award-winning success by continuing to embrace these 'old school' ways. By KATY BROWN.

Up until a decade ago, training architects were taught their craft using drawing pads and pencils. Nowadays, most architectural designs are created within the confines of computer software, producing linear, geometric designs without the flair, freedom or inspiration offered by a pencil and drawing pad.

Ian Butt and Grant Harris – partners in HB Architecture – take pride in staying true to their 'old school' training, and their award-winning designs are testament to the creative freedom that comes from starting the journey with a grand idea, an inspired client, and just pencil and paper.

Grant believes a creative vision is so much easier to distil through freehand drawing.

"You can throw your ideas on paper without being limited by the rules and systems that come from using a computer programme. The building grows in your mind as you go – you're not just envisioning the floor plan but the roof line, the materials and the inspiring features all at the same time."

Grant says it is this process that first drew him to architecture.

"The pinnacle for me has always been envisaging my own ideas and seeing them come to life. However, it is equally rewarding taking a client's dream or vision, building on their ideas, and bringing them together to make them work."

Ian and Grant have been responsible for designing several remarkable buildings since forming their partnership seven years ago, including the award-winning Knoll Ridge Café on Mount Ruapehu, the Waitangi Gateway and Amenities Buildings, and the Whangarei Town Basin Hub development.

Ian Butt is a well-known figure in Northland, having resided in Whangarei for most of his life. He established his own business in 1984, working on a range of high profile projects in the region, including the initial Whangarei Town Basin Development, Paihia Waterfront development, the Whangarei Mall redevelopment and various apartment buildings in Paihia.

In 2007 he partnered with Grant, who came from successful tenures at Christchurch-based Warren and Mahoney Architects, and Ignite Architects of Auckland. Grant shares Ian's philosophy for simple, uncomplicated design that remains respectful of its environment.

The pair also readily agree that in their industry strong client relationships are key.

"For a practice to be successful, it's about establishing trusting and lasting relationships with clients. Part of our role is to give clients the courage to follow through with their dreams. Whether it's a residential home or a multi-storey commercial building, it takes a huge amount of courage and commitment from the client, and our role is to support them to fulfil their dream," says Grant.

"You can throw your ideas on paper without being limited by the rules and systems that come from using a computer programme."

"This is where some building projects can fall apart, because there are so many people involved in the process that it dilutes the relationship between the architect and client. When you combine this with the social, economic and financial pressures of building, people can often lose touch with their initial vision."

Ian believes the essence of outstanding architecture is based on the 80/20 rule.

"Delivering on 80 per cent of the vision will give you something great. Delivering on the final 20 per cent provides the attention to detail that ensures the building will continue to capture the attention and imagination of those who interact with it.

Budget restraints often dictate that the attention to detail – the last 20 per cent – is dropped, but sadly



Photo: Simon Devitt

that is often the detailing that defines the building as something special."

Both Ian and Grant are excited about the future potential projects within Northland and further afield, with plans to open a base in Auckland.

Grant believes the HB Architecture Auckland office, due in the next 12 months, will open doors to new projects and opportunities.

"It gives us a presence in a much larger market, where we will continue to focus on the commercial and residential sectors."

The future also means remaining abreast of the constantly changing building regulations and legislation, and

being mindful of shifting trends in architecture.

Says Grant: "Sustainable building practices have been around for decades, and are something we have always been mindful of, but now they have a label, a brand for people to trade off, so there is now a stronger emphasis on design elements like energy efficiency and using sustainable materials.

"The face of architecture is constantly changing. I believe in the future we will only be limited by technology, cost, materials and our own imaginations.

"Technology is constantly creating new opportunities, with 3D modelling allowing for projects like the Waiaeroia Footbridge that simply wouldn't have been possible several years ago, because of the complexity of the engineering design. The bridge looks simple, but it is actually a very complex piece of architecture."

The future of architecture is hard to predict, but one thing is a given – Grant Harris and Ian Butt will continue to honour their 'old school' practices and attention to detail that ensures the delivery of outstanding architectural design.

CONTACT

p: 09 438 9545

e: info@hbarchitecture.co.nz

www.hbarchitecture.co.nz



Freehands

Grant Harris, front, and Ian Butt apply 'old school' techniques to the new architectural age, in the award-winning Waitangi Amenities Building and Knoll Ridge Café

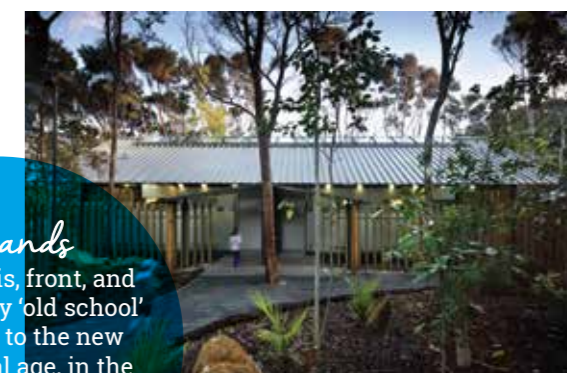


Photo: Simon Devitt



The team from Telfer Young, from left, director Craig Russell, Cath Deal, Nigel Kenny, John Proctor, Brad Sworn, Alistair Nicholls, Melody Spaul, Reanna Watson, director Steve Baker, Grant Algie, director Mike Nyssen, Mark Aslin, Kieran Smith and Norma Deal.



OFFERING TRUE VALUE

The Telfer Young team knows the value of expert advice and extensive local knowledge.

Land and building owners are seeking help from professional valuers more than ever, with the challenges through changes in building regulations and insurance since the Christchurch earthquakes, leaky buildings and global financial crisis.

People now have access to more information about properties, but still need the knowledge and experience of valuers to make informed and correct decisions. There are many factors involved in determining the value of a property due to evolving requirements of government and local government regulations as well as the lending criteria of financial institutions on all facets of property. Among these are the recent changes in insurance requirements, earthquake-prone building standards and national environment standards. Owners of commercial buildings need to be more aware of the structural integrity of buildings for tenants as well.

The team says it is quite possible that many home owners are under-insured as, since the Christchurch earthquake, building owners need to provide a predetermined "sum insured" rather than rely on the default insurance amount.

Online calculators provided by some insurance companies can be too generic compared with the specific values that a registered valuer is able to provide. And with more than 50 years of experience, Telfer Young can offer a full range of professional and confidential advice on all types of residential, rural, industrial, commercial and specialist property assets.

Still a true Northland institution, Telfer Young's business grew from its beginnings in 1959 as Damerell and Robison and later J D Robison and Associates. It is part of the national Telfer Young umbrella organisation of 11 individually owned and operated practices from Whangarei to Dunedin.

The national aspect means that Northland clients benefit from Telfer Young's valuers being able to access a national property database and tap into expertise in wide ranging specialties, from telecommunications through to viticulture.

The 10 Telfer Young valuers spend a lot of time out in the field, using the latest technology to keep in touch with support staff.

In recent developments in the company, Craig Russell has joined long-standing directors Steve Baker and Mike Nyssen, while rural specialist Alistair Nicholls has stepped back from his directorship and continues to head the rural team.

Valuers are property experts, and the team urges clients to contact them before making investment decisions as property purchases remain the single biggest investment for many people in their lifetime.

CONTACT

p: 09 438 9599
a: 17 Hatea Dr, Whangarei
www.telferyoung.com

CATO BOLAM CONSULTANTS

surveyors
planners
engineers



Simon Reiher - Director

"We work in partnership with landowners and developers to deliver projects that create a legacy. Of course we have to deliver on time and budget, but critical to our approach is understanding the effects of design and cost on land development that adds value and longevity in the market. Our key concern is to enhance the client's reputation and product. How well our clients and their developments perform determines our own legacy."

www.catobolam.co.nz

127 Bank Street, Whangarei Ph 09 438 1684

Email: simonr@catobolam.co.nz



EVERYTHING PROPERTY AND CONSTRUCTION

Whangarei's leading project management company, Griffiths and Associates, is adding another string to its bow – extending its skill and expertise into the Sum Insured market. By EMMA JELSMA.

Eleven years ago, a team of independently skilled professionals coalesced into what has become Northland's most successful project management company.

Co-directors Trevor Griffiths and Heather Tomason are the linchpins of a team that has multiple awards already gracing their walls. Their many prestigious completed projects include the Lower Hatea River Crossing – Te Matau ā Pohe (pictured, facing page); the Town Basin Hub; Northland Athletics and Gymnasium Stadium; Eye Specialists building; and NorthTec Lecture Theatre and Learning Centre, plus others. These achievements place this local company as leaders in the field of project management.

2014 heralded the rollout of a new service at Griffiths and Associates – not only will the talented team manage your construction project, deliver innovative strategy and bring home your project within time and cost, they now also offer to produce your 'Sum Insured' rebuild cost assessment – for your home, commercial building or project.

Why the fanfare over this new service?

Because, simply put, Griffiths and Associates roll out a comprehensive service that is currently being called upon by their existing and new clients.

Traditionally, insurance companies used a value-based insurance model. With the tragic natural disasters recently occurring in New Zealand – and indeed, globally – the insurance industry has had to reassess their method of valuation; the eventual outcome is called 'Sum Insured' valuations.

This means your insurance premium is now

based upon your complete rebuild cost – from removal and environmentally-sound disposal of existing materials through to site preparation and the sourcing of new building materials.

While this may sound straightforward, there are many facets to consider – and often it's the little things that can cause the biggest problems.

Placing a future cost on ambiguous build facets such as access, management, administration, neighbouring properties, ground retention, inflation and other risks (to name a few) is a service Griffiths and Associates are ideally placed to provide – from the outset, they have extensive knowledge of every aspect of construction and project management.

Looking ahead, Griffiths and Associates foresee a trend towards specialist replacement cost services becoming mandatory within the insurance industry – and their intention is to offer these services as an adjunct to their already impressive professional catalogue of services.

CORE BUSINESS CHANGES

From purely commercial construction project management work to managers of distinct portfolios.

- Education
- Property
- Commercial and civil
- Griffiths have already captured works in these sectors – over 50 projects underway at any one time
- Myriad commercial and civil work – Iwi representation, infrastructure, office buildings, refurbishments, major client representation
- Property inspections – insurance and due diligence work, commercial buildings and domestic properties



ICONIC WORK

Over 600 metres of pipes, 266 wall washer lights, 1080 metres of strip lighting, 52 feature lights, 850 metres of fibre optic cable, 7.5 kilometres of electrical cable, over 45 companies, more than 200 workers: led by ONE local project management company. EMMA JELSMA talks to Trevor Griffiths about their role in the bridge that is the talk of our town and becoming world famous.



Seated at a desk piled high with live projects, Trevor Griffiths is quite obviously the focal point of a seriously buzzing workplace.

There is a sense that each minute is checked off on some hidden agenda board, each word is measured and that once this meeting is over, notes will be taken and papers filed. This is organisation at its finest.

Trevor says trust, friendship and a sense of humour is what he and co-director Heather Tomason rely on – day in, day out. Their working relationship spans 11 years – they celebrate every year and say 'Phew! We made it through another one.'

When talk turns to his company's involvement in Whangarei's internationally renowned new bridge, Te Matau ā Pohe, we immediately have Trevor's undivided attention. The pride in his voice is unmistakable.

"We realised very early on that this would be one of those iconic projects, and that we would need to film everything, photograph everything and record everything," he recalls. "When you have something truly unique, something you think could be a really passionate project for people to embrace for years to come, you need to ensure everything is done and recorded perfectly."

Continuing that care, Trevor put in place a partnering charter which ensured a certain standard of behaviour and responsibility would go hand in hand with their delivery targets – and this is where the true genius of Griffiths and Associates came into play. Although, listening to Trevor speak of it, their role was simply to hold the STOP-GO sign on project time and spend, and to keep his teams calm and focused.

"We don't do a lot of jumping around and Tarzan-style chest-beating," he demurs. "We lead the project, we manage the time and cost, and we help set it up so that it CAN be an award-winning project," adding that this really was a team effort with Whangarei District Council and all the other involved parties.

"So we put in place culture and delivery paradigms. What that means for us is that we get a good team together, good people, and when they aspire to be as good as we think they are, then they can win anything. And that's our role really ... to nurture and cajole."

"One of my principal roles in life has been to get clients to understand that tendering is not the way – there is a better way, which is to choose your key stakeholders (normally your designers and contractors or suppliers) as early as you can, so that they can come on board and share that risk with you, share their knowledge."

"I have been in this industry since I was 15 years old, and I can take all of those years of experience, and say to a client: 'You know what? There's a better way to do this.' If you empower the people with knowledge and information – you're saying to them, 'I actually trust and like you, and I want to work with you' – then it changes the whole focus of your delivery."

The hum of a busy office begins to invade the relative quiet of Trevor's office: our STOP-GO sign is turning and his next project awaits.

Before we part company, he mentions one last thing that resonates – demonstrating a definite Kiwi mentality from this ex-Liverpudlian that could be the very key to his success here.

"Roles are changing. You could choose to have a project manager who sits back and administrates; we don't do that. We roll up our sleeves, we get involved, we are proactive, and we have ten people in this office who all understand that in order to get that STOP-GO sign to move, it needs momentum. Every single person in here and every single person we choose to work with adds value to our projects and our business. We are a team; and that's how we roll."

CONTACT

p: 09 430 3072
a: 127 Bank Street, Whangarei
e: trevor@griffithsandassoc.co.nz
www.concept2keys.co.nz



Photo: Sam Saddawi

Learning curve

Talking business with Educare's Jackie and Alan Lints generally takes place in a café – it fits nicely with their approach to business.

That approach to business is all about creating a relaxed, non-threatening environment. So Jackie and Alan go for coffee regularly with their lawyer, Steve Wong (WRMK), accountant Tony Morris (YHPJ) and bankers Sam Johnson and Amanda Puddle (BNZ Partners). Though they are Northland's largest private child care operators, Alan and Jackie rarely talk about themselves.

"People who don't know us think it was always the plan to build, buy and create a large number of child care centres," says Alan, mid-latté. "But Jackie and I both had really successful jobs – mine in international hockey, Jackie's in law. When our son, Sam, was born 10 years ago, we made a concerted effort to find a business where we could spend as much time with our boy as possible. All we had to do was convince the BNZ that buying an underperforming child care centre at Tikipunga would satisfy our family goal!"

Within six months of doing that, they had the opportunity to buy one in Bream Bay as well – and jumped at it. The pair now own ten Educare centres (eight in Whangarei district, one in Waikato, one in Wellington).

"One of the critical things that has allowed us to expand in a controlled manner is having Marianne Walker as General Manager," says Jackie. "Her passion and knowledge of the Early Childhood sector, along with my background in the law, allowed us to provide jobs for around 130 staff. Alan's the one we have to 'reel in' – he has the strategy and finance portfolio and is always looking for opportunities to expand. It wouldn't surprise me if he has put an offer in while this article is being written!"

Alan interjects: "I don't know about always looking, but Sam and his team at BNZ Partners know that a coffee meeting means we have put an offer in for another project or there is a potential project in the Educare pipeline."

Having centres throughout the North Island means that Jackie and Alan have had to look at their branding. Initially called 'Educare North' they are now branded as 'Educare Early Learning Centres'.

They remain passionate about Northland, of course – it's home – but the name change was essential. There's no such affinity with the 'North' name in the Waikato or Wellington.



All the rebranding has cost them close to \$100,000 in uniforms, signs, website and other marketing communications. But it leaves them well positioned now if they want to expand the Educare brand further.

Jackie is adamant that their greatest asset is staff. "Our managers must not only be great teachers and passionate about Early Learning Education, they must understand the business. Our goal is to provide quality Education but in such a competitive industry we must also provide an exceptional service in a safe environment and, of course, make sure the business is sustainable."

Educare consciously invests heavily in sponsoring events and sports. Jackie explains: "Alan and I have been fortunate to play hockey at the highest level. Sponsoring sport is our way of giving children the opportunities we were lucky to have had. Educare currently sponsors Junior Cricket, the premier Northland Netball competition, Northland Hockey, and recently became the naming rights sponsor of the 'Educare Northland Sports Hub', where talented Northlanders are given the best start possible to wearing the silver fern. Yes, it's expensive, but sometimes it is not about the money."

Mutual Respect

"Jackie and Alan know their business and the child care sector inside out. They value the experience of their staff and are passionate about the environment for their clients – the children."

"These are the most important fundamentals we acknowledge about them before looking at any numbers, or banking solutions."

Amanda Puddle, BNZ Partners

Alan's pet hate is doing strategic plans. "They're over-rated, and obsolete by the time they are written. Our key brand words of 'learn, laugh, play' speak for themselves."

So what makes Educare so successful so quickly?

"The people. Families are the most important ingredient. A lot of families struggle financially; we try and do the best for them. If this means subsidised childcare so their child can attend, then that is what they do. The same with staff. If staff request to go to cross-country, school prizegiving or calf day to see their children then we try hard to make it happen."

Coffee break over. Any final words of business wisdom?

"Look after your key assets – your staff and clients."

Q & A with Sam

Sam Johnson, leader of the BNZ Partners team in Northland, on the economy, the region's bright future, and family life in Whangarei.

Q. How long have you worked for BNZ and what is your role?

A. Nineteen years this October. After an Ag Science degree at Massey I had three years with Rural Bank in Thames, then two with Farmers Fertiliser. I joined BNZ as a Rural Manager, and worked with many Northland farmers through the 1990s when there was quite a bit of innovation, like autumn calving and irrigation being trialled. Now I work alongside our 18 bankers, and across a number of sectors – private and wealth, commercial, and agribusiness.

Q. What makes BNZ different to the other banks?

A. Five years ago we moved to a model where, instead of teams reporting to a Head Office, we work as one local team, and reporting and decisions are kept at a local level. I get a big say in what strategy suits us, and how we should implement it. This approach encourages us to work together and combine individual expertise to help our clients, rather than one banker trying to deliver everything to a client. We've also got a great team of bankers with a tonne of local experience and connection to Northland. We are doing things that will benefit our clients and Northland in the long run.

Q. What sort of things are you referring to?

A. Working alongside Iwi and developing flexible banking options that address the challenges of securing over Maori titled land; helping businesses fund growth by using the strength of their invoices (invoice finance); encouraging businesses to invest in their own development by working with the Icehouse – a relationship we've had since it started in 2001.

Q. What do you like most about your job?

A. Being involved with different people every day, and having an opportunity to help them, keeps my job interesting. Getting out of the office and meeting clients at their place of business. I'm lucky to be involved with a number of groups who also have the growth of Northland at heart. Involvement with Te Taitokerau Maori Agricultural Forum and Northland Rural Support Trust keeps my calendar full and provides a great perspective on what others are doing to make a difference.

Q. How are we doing in Northland at the moment?

A. The last few years have been extremely tough.



Northland is essentially a farming region, so when weather conditions play up farmers' incomes and confidence take a knock, which quickly flows through to our towns. It feels like we're now 'back on track' with lots of positive sentiment, and investment starting to happen. New bridges, businesses like Northland Toyota, Pacific Motor Group and Educare North investing in their businesses, and farm investment such as Omapere-Rangihamama's dairy conversion are positive signs. Things are looking good.

Q. What could we do better?

A. I think Northlanders shy away from developing their own skills. We're good at finding reasons not to upskill and as a result we're not as strong on business management as we could be. Succession discussions often get overlooked in businesses (especially family ones) and governance skills get mixed up with management actions.

Q. Northland in 10 years time?

A. I see a place that people want to visit because of our unique coastline and bush environment and iconic attractions – maybe coastal walkways, mountain bike tracks and a Hundertwasser Art Centre. I see Northland as an easy place to be in business,

due to its closeness to Auckland. We'd hopefully see some smart initiatives to attract new business driven by local council and private investment. We would have a top quality hotel in Whangarei to link the Town Basin, Parihaka, Western Hills and Whangarei Harbour. I also see Maori business driving economic growth across all sectors.

Q. Yes or no to Hundertwasser?

A. Yes, now the story and vision is getting told better. It could be the catalyst to attract visitors to Northland but that alone won't be the answer. First class conference facilities are a must. The area alongside the Hatea River is looking good now and could become even better than New Plymouth's coastal path or Wellington's waterfront. Hundertwasser got my interest when I found out it would include art with a local connection.

Q. Got any spare time?

A. My wife Debbie and I enjoy following our two daughters' sports (adventure racing, hockey and squash) as well as occasional cricket for Kamo with my son Cameron. I enjoy all sport but mountain biking and trail runs with the girls have taken us to some really interesting places, with many stories and laughs along the way.

Business promotion

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

Good Governance – The Art of Great Decision Making

“Would you tell me please which way I ought to go from here?”

“That depends a good deal on where you want to get to.”

“I don’t much care where.”

“Then it doesn’t much matter which way you go.” – C S Lewis

These wise words came from the Cheshire Cat answering questions from Alice in Wonderland – and the wisdom is just as valid in the real world. Successful organisations depend on effective decisions being made. Without a clear vision and a road map to get there it’s too easy to go off course. Without clear direction and structure the organisation could sink (at worst) or just flounder in no-man’s land (almost as bad as sinking).

LEADERSHIP

Boards by their very nature are made up of clever individuals who all have strengths in their chosen field. But Board members should also have the emotional intelligence, as well as intellectual intelligence, to allow great decisions to be made. If egos or personal gain get in the way at Board level you are in for big trouble.

The leader at the helm needs to navigate his or her way around different leadership styles. Much like the weather, you could get crosswinds, strong currents and be carried off course. Organisations that have structural strength, tenacity and flexibility have the ability to swiftly get back on course.

WHAT TYPES OF LEADERSHIP STYLES SUIT GOOD GOVERNANCE?

From our experience assisting organisations develop good governance over many years, having a visionary leadership style is advantageous, as long as you don’t become the ‘Mad Hatter’ – the leader who wears too many hats just because they can.

Stop this by building a competent senior management team who aren’t afraid to make effective decisions. Having clear roles give managers a sense of ownership and pride. Nothing creates a healthier culture and organisational climate than when collaborative members are achieving great things and being recognised for this. It creates an optimistic and productive environment where all members are looking for that next great opportunity.

Pacesetter leadership style combines well with visionary leadership and is good for governance in any organisation, be it a not-for-profit which needs to win that grant or an organisation looking at that next acquisition.

A word of warning here: it must be used to motivate and cultivate. If you are using pacesetter but goals, deadlines and project initiatives are unrealistic this could cause negativity. The art here is that organisations need to be realistic with KPIs, deadlines and project management tasks.

NAVIGATE THE ‘Cs’ – COMMUNICATION, CULTURE AND CLIMATE

These three Cs go hand in hand with good governance. When your organisation has effective communication and resonance the organisational culture and climate thrives. This is all about positive relationship management because decision-makers are influenced by positive outcomes. A healthy organisational environment will always support organic growth.

Directors are not dictators; rather they are directional planners who are able to make great decisions or accept great decisions being made.

At the helm

Craig Wells works with clients ranging from Iwi, farming, business, Maori business, and trusts to implement governance mechanisms to ensure business performance outcomes are achieved



Running any organisation you will come across currents that may slow you down. There are always external influences that are out of our control. If your organisation has created an environment where everyone can communicate effectively, where the culture and climate is all about the good of all, not the good of a few, then success is imminent.

Never be afraid to ask for help to get your ship on course, or to come up with a great governance strategy. Confident decision-making can transform your organisation from good to great.

CONTACT

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

Sumpter Baughen
CHARTERED ACCOUNTANTS



LOCALS CHANGING THE FACE OF PRINT

Using Printing.com’s advanced technology will **save you time and money** – whether you’re a casual user ordering from our website, a sole operator, large corporate, or multi-site business. Our web-to-print systems are easy to use – no special design or web skills are required. The system has been built around the user experience and is simple to navigate.

WHAT IS WEB-TO-PRINT?

Put simply, **print that is edited and ordered online**. This could be any type of print or marketing material like flyers, leaflets, business cards, stickers, pens or other promotional items. Templates are custom-built specifically for your business to reflect the look and feel of the business and maintain your brand identity. Most web-to-print orders involve an element of personalisation where the customer will enter name and contact details into their template, before confirming the quantity of print needed and then ‘checking out’.

WHY USE A WEB-TO-PRINT SYSTEM?

To save time. The traditional process of ordering print would involve contacting a printer, requesting a quote, ordering a new job, waiting for a proof, requesting changes, before finally signing the job off for print. This could take up to a week and it may then take an additional 5-7 days for the order to be produced. A web-to-print system simplifies this process and allows orders to be placed in minutes, rather than days.

To save money. Costs attributed to paying a designer to make changes are removed as this is done by the customer at the time of ordering. A web-to-print system will also allow you to harness your group’s buying power – usually giving access to discounted products and special deals.

To improve brand alignment.

Branding is crucial to every business, no matter what size. But, for a large multi-site or a franchised network there is a danger that with so many people using the brand, the look and feel can become inconsistent. Web-to-print eliminates the possibility of this happening.

BEST IN NEW ZEALAND

At the end of last year, Printing.com Whangarei was named the Printing.com Franchise of the Year for 2013 ahead of 40 other franchises nationwide. Company director and franchise owner Mark Neal was presented with the top award at Printing.com’s national conference in Wellington.

**“43 years
delivering print
to Northland”**

Mark says the award recognises his team’s dedication to design and print excellence as well as working effectively with clients to enhance their business.

“Given the recent challenging business environment and constant changes in technology within our industry, we are rapt to have received this award.”

WHERE WE’VE COME FROM

In 2002 Mark and Leone Neal purchased Rossiter Print, a well known Whangarei printing business established in 1971, re-branding as Design & Print Direct. In 2007 the business joined the international Printing.com Franchise under the umbrella of PrintStop, finally rebranding in 2011 as Printing.com Whangarei which means that they and their clients can reap the many benefits of being part of a global brand.

“Being locally owned, but part of this franchise, means we have massive resources at our disposal,” says Mark. “We are seeing a big change in the way businesses procure their print. We are at the forefront of this technology with solutions such as online templates, and the ability for corporate clients to handle all their print buying through their own branded micro-sites. My experienced team has worked hard to keep abreast of all these changes and ensure the best outcome for our clients”.

CONTACT

p: 09 438 7596
e: whangarei.team@printing.com
www.printing.com



UNLOCKING *your true* POTENTIAL

Sandra McKersey has been the driving force behind education training provider People Potential for over 20 years. Awarded a QSM in 2010 for services to education and the community, her achievements prove that if you walk the talk, results can be 'magic'.

Sandra still chairs the Board of directors and is active on campus, training staff and giving students driving lessons.

People Potential was formed in 1990, as the economy took a steep dive after the 1987 'crash'. In those days, it was touch and go whether her tiny company would even survive. Sandra was 'it'. She began working with clients in the corporate market and soon saw the potential for more training opportunities in Whangarei, moving the business to First Ave.

The secret to success as a small business in the early years was the fact that Sandra and her husband, Eddie, had both been successful teachers. As People Potential grew, the McKerseys' home space shrank accordingly, and the opportunity for Eddie to work in the business soon came along. Making the change from teaching secondary school students to teaching adults was a natural step for them both.

Through the mid-late 1990s People Potential diversified and moved into tendering for Government-funded courses. It wasn't long before the premises in First Avenue were quite simply too small; it was a huge leap of faith for the McKerseys to purchase a substantial property in Keyte Street, Kensington.

People Potential continued to thrive and other courses were developed and different markets explored.

One rare and special quality of Sandra's throughout the company's life has been her ability to recognise someone's true potential and to employ that person. Sandra would often meet a student or someone who had done 'work experience' and think: 'People Potential needs this person on board' and literally go about creating a job for them. Today the business she founded has over 70 people on the payroll.

In the year 2000 Sandra made a conscious decision for People Potential to offer higher level qualifications. Many students were already getting great results – gaining their drivers licences, great basic qualifications and good jobs – but there was a distinct and real demand for higher level qualifications.

So People Potential began offering courses in high level computer qualifications, by way of a business partnership with Christchurch-based Avonmore Tertiary Academy.

Other partnerships were subsequently formed with locally-owned Northland Hairdressing and RuralTec, for example. People Potential had by this stage filled their Kensington Campus to overflowing and other buildings were brought on site.

People Potential now has sites in Whangarei, Kaikohe and Dargaville, with further business interests in Auckland-based provider Education Action.



Three Generations

Sandra with daughter Andrea Ross and granddaughter Zoe Coyne



Plan of Action

From left: Kevin Ross, Sandra McKersey, Andrea Ross, Bronwyn Ronayne

Winners of the NZAPEP Training Provider of the Year award on numerous occasions, the team have always worked incredibly hard to achieve the very high standards expected by government agencies.

Today, People Potential continues to offer a range of exciting programmes aimed at gaining NCEA and National Qualifications – in industries as diverse as Hospitality, Hairdressing, ICT, Performing Arts, Sports and Recreation, Security, and Computing.

Another department focuses on getting jobs for students; yet another unit provides specialist guidance for young people.

Ask her why the business she founded continues to succeed and Sandra will say: "We focus on what is going right. We treat everyone with respect and dignity, and we take an individual's learning very seriously."

Exceeding what is expected has always been a key driver of the company's culture, one that Sandra has been instilling in the team since the business was tiny. It applies not only to the agencies they work with; the People Potential team aims to achieve it for each and every student.

As a tertiary organisation, People Potential is subject to External Evaluation and Review by NZQA (similar to an ERO visit to a school). Following a successful evaluation and review last year, People Potential was selected by NZQA to be a case study for good practice in self assessment for other training providers.

The parting comment from the evaluation team was to the effect that People Potential is 'doing magic'.



2014 London Marathon

5 KEYS TO SUCCESS

1 GOAL SETTING

In your personal and professional life, having written and specific goals keeps you motivated, accountable and balanced.

2 PLAN TO SUCCEED

Once you have a clear goal, plan the steps required to make it happen.

3 DON'T GIVE UP

It's easy to get discouraged as there are so many stumbling blocks. If you recognise how many small successes you have had it helps to keep your determination and focus.

4 SURROUND YOURSELF WITH ENTHUSIASTIC POSITIVE PEOPLE

A great team can achieve outstanding results. No challenge is too great for a group of people who have the same values and the same vision.

5 TAKE PERSONAL RESPONSIBILITY

Don't look around for someone else to blame. If things go wrong, if you are the boss it is your responsibility.

Four years ago, Sandra was awarded a QSM for services to education and the community. She also continues to take her place as one of the Quality Commissioners for private tertiary education in New Zealand – a commission she founded specifically to monitor the quality of the education provided.

While justifiably proud of her business success, Sandra is quick to acknowledge the importance of teamwork.

Not only does she see the entire team as her wider whanau, but two generations of her own immediate family are now important cogs in the wheel. Sandra's daughter, Andrea Ross, is People Potential's Managing Director; Andrea's husband, Kevin is Finance Manager.

The third generation is also now involved. Sandra's granddaughter Shaan Antunovich manages the Education Action team in Auckland, while two of her younger granddaughters, Zoe Coyne and Hannah Ross, are studying so that they too can eventually take over the reins of the company Sandra founded.

People Potential is her family legacy and she is immensely excited by what has been achieved by her fabulous team.

"It has been a wonderful adventure, and when it becomes someone else's dream as well as your own, it really is magic."

CONTACT

p: 09 437 7593
a: 17 Keyte Street, Whangarei
e: info@peoplepotential.co.nz
www.peoplepotential.co.nz



REGENT NEW WORLD

Fresh everyday

As the largest New World supermarket in Whangarei, Regent New World prides itself on providing fresh food, the widest range of products, community support and friendly helpful service. Their aim is to exceed every customer expectation and provide a shopping experience like no other supermarket or food retailer can.

Owner Operator Todd Leathem is proud to be part of the Whangarei community. "We are in the people business," says Todd. "We have over 180 valued team members who I consider to be the foundation of our business along with our valued customers. It is the perfect combination for success."

Todd and his team of passionate experts strive to bring the Whangarei community the best value groceries, freshest meat, fish, fruit, vegetables and specialty food. Regent New World challenges the way you would normally think about your supermarket – whether you're a customer looking for a simple, value for money meal or looking for that special menu to entertain guests, they have what it takes to meet your requirements.

The team at Regent New World work every day with local and national suppliers to ensure the freshest products are available in-store. The store butchery has six qualified butchers who

specialise in cutting full carcass to deliver fresh cut meat, seven days a week. Such is their passion that they also create hand-made sausages and they have also recently added in-store made corned silverside to the menu. (If it's not on the shelf Todd says customers just need to ask the guys in the butchery as they are happy to accommodate any customer request).

Our Fruit and Vege Pro, Stuart, has over 25 years experience in selecting, trimming and preparing the freshest produce. Whether it's this season's finest apples, a bunch of grapes or a couple of courgettes, the store always has the best quality and value that is on offer. Todd says, "If entertaining is one of your passions but you're not sure what to serve, then contact one of our Deli Experts. With catering experience, the team has the ability to cater for a family get together, a morning tea or lunch, or a staff shout. No gathering is too big or small and we love to

help." Regent New World offers freshly made sandwiches, meat, cheese and specialty platters that suit any budget.

Regent New World isn't just an ordinary supermarket, it's a family run business that believes in giving back to the community, the store currently supports Hockey Northland, Sport Northland, many schools across Whangarei and the Northland Rugby Union. Todd and Lillian have an impressive portfolio supporting a wide range of Whangarei based initiatives and love being locally owned and operated and actively being part of a growing Whangarei community.

"We recently supported a Breakfast in Schools programme and seeing a child's face light up when we delivered a healthy breakfast was priceless," says Lillian. "We are a family owned business that believes it's our responsibility to do what we can to support our community".

So, if its fresh food that you are looking for, along with an extensive range of products sourced both nationally and locally then Regent New World is the place to shop. By supporting this great family owned business with its friendly and helpful team of experts the Whangarei community can be assured they are supporting a business committed to giving back. Regent New World is located at 167 Bank Street, Whangarei.



The Journey of a Trolley Boy

100% NEW ZEALAND OWNED

When Todd Leathem started his part-time after school job as a 14 year old trolley boy in one of South Auckland's New World stores, he never would have imagined that one day he would end up the owner of his own supermarket. Learning from some of the best in the business, Todd is proud to be called a grocer.

"When I was 16," Todd recalls. "I asked, Vern Heydon, the owner of Manukau PAK'nSAVE for a full-time job. It was a moment in time when my life could have turned out very differently. Vern told me to go home and think about where I wanted to be in ten years. If I came to the conclusion it was being a grocer, then he told me to come back and we could talk more. And I did."

22 years on, with skills and experience learned by working in New World and PAK'nSAVE stores in Auckland and Thames Todd became an approved operator and bought his first store, Green Bay New World in 2009. In September 2012, Todd sold Green Bay and embarked on the purchase of Regent New World.

Married with two children and one on the way, Todd shares his passion for the grocery and retail trade with his wife Lillian. As a couple they have many customers, owners, colleagues and of course the backing of Foodstuffs North Island Limited to thank for achieving so much on their supermarket journey to date.

"Whangarei is a great place and moving here has been one of the

best moves we've made," says Todd, "The great people and amazing lifestyle is what makes the years of long hours, sacrifices and hard work all worthwhile. Being part of a community that has welcomed our family so warmly truly makes a difference and we see ourselves and our children continuing to build our life here."



FRESH & TRUE BLUE

milk of Northland

Fresha Valley Processors Ltd, now celebrating 25 years, is the brainchild of local men George Stodart and Paul Jensen. Milk is processed and packed, mainly from Bream Bay farms, for distribution from Auckland up to the Bay of Islands.

Fresha Valley is the largest independent, privately owned market milk processor remaining in New Zealand, and has been operating now for 25 years.

George Stodart has worked in the Northland dairy industry all his life, rising to senior management positions in various Northland factories, finally as Manager of the Whangarei City Council-owned Northern Milk Ltd plant in Whangarei in the 1980s.

Paul Jensen left school and began contracting in the Bream Bay area, baling hay and working on his parents' dairy farm, which he and wife Gay took over in 1970. In the late '70s the Jensens changed from milking cows to milking goats, joining a group of over 60 dairy goat farmers in Northland.

By the mid 1980s so much goat milk powder was being produced that available markets were saturated. While working on solving this problem, Paul Jensen met George Stodart. Paul had scaled down his rural contracting business and decided to take a job working for George in the administration and marketing side of the town milk industry. Glass bottles were being replaced by plastic and cartons at the time, and as the town milk industry prepared for deregulation new opportunities were everywhere.

Paul and George foresaw the upcoming opportunities as the processors were rapidly bought out by the dairy companies of the time ...

At that stage only the 23 licensed processors (most of them at least part-owned by local councils), were allowed to process and market ordinary cow's milk, and then only through licensed milk vendors with large home delivery rounds and dairies – you couldn't buy milk at supermarkets or service stations back then.

Paul and George foresaw the upcoming opportunities as the processors were rapidly bought out by the dairy companies of the time; they left Northern Milk in 1987 when it was taken over by Northland Co-op Dairy Company (NDC). The next year was devoted to buying second-hand plant and setting up their own registered factory on Paul and Gay's farm in Waipu, before processing and marketing goat's milk.

They would process three days a week, deliver throughout Auckland and Northland three days a week, and work on their plant on the spare day.

In 1991 they were approached by a major supermarket chain to process flavoured cow's milk – which they could legally do, under the supermarket's own brand. As a result, cheaper, 'private label' milk was introduced to New Zealand.

In 1993 the industry was totally deregulated. Paul and George secured a contract with the supermarket to produce larger volumes of regular milk – a contract still held today, covering a large part of Auckland and all of Northland. This accounts for a considerable proportion of their volume; the balance is

marketed under the Fresha Valley brand throughout Auckland and Northland, into supermarkets, dairies, cafés and food service distributors servicing restaurants, hotels, etc.

The factory was totally rebuilt four years ago to handle the workload and the total operation is run and managed from Waipu, including all logistics. Paul and Gay own the transport fleet of three milk tankers, nine refrigerated delivery trucks (covering the whole area seven days a week), and two general



freight trucks and trailers fulltime carting empty bottles and other supplies into the plant. The fleet covers 16,000 kilometres per week.

The combined operations employ 32 mainly local staff, many having been with the company for 10 years or more. Most of the milk is sourced from the total production of nine farms contracted to the company.

In 2001 Fresha Valley Processors was offered a licence to process A2 milk – which only contains the A2 protein variant, and is keenly demanded by many consumers with various health ailments.

In conjunction with one of their supplier farmers, who converted his entire herd to A2 positive animals, Fresha Valley launched this product in 2004. As the only A2 processor in New Zealand they market this specialised milk nationwide.

Strong demand continues from all sectors of the market. Fresha Valley continues to slowly expand in a very tightly managed way, particularly in Auckland, which is easily handled from the Waipu base.

CONTACT

p: 09 432 0142
e: freshavp@extra.co.nz
www.freshavalley.co.nz

All in the best possible taste

On sweeping green farmland near Hikurangi, Homekill Services fulfils an ever-increasing public demand in a way that has already earned them recognition for excellence.

Vicki and Arron Ogle's team are fast becoming known as the home kill authorities in the North, bringing together modern technology and old-fashioned ethics to create customer service that is truly top notch – and with current prices for meat trending ever higher, they're set to become busier than ever.

"Public perception of home kill is changing rapidly," says Vicki. "A combination of rising meat prices, the public's desire to consume food with known origins, and better education surrounding the home kill process, has led to more small holders and lifestyle block owners opting to raise their own 'freezer beasts' for eventual slaughter."



HOMEKILL vs BUTCHER

SAMPLE BEAST 1 / 255KG YIELD 58%

COST OF BEAST (\$1020) & HOMEKILL PROCESS (\$415) TOTAL \$1435													
CUT	Mince	Sausages	Sirloin	Scotch	Rump	Fillet	Rolled Roast	Weiner Snitzel	Bolar Roast	Gravy Beef	Blade	Corned Silverside	TOTAL
WEIGHT	34kg	20kg	8.8kg	7kg	11kg	3.6kg	11kg	17kg	4.5kg	9kg	6.5kg	15.5kg	147.9kg
BUTCHER	\$543.66	\$300	\$193.57	\$223.93	\$187	\$154.76	\$164.89	\$339.66	\$67.46	\$116.91	\$97.44	\$232.35	\$2621.57

SAVING \$1186.57

SAMPLE BEAST 2 / 255KG YIELD 66.2%

COST OF BEAST (\$1020) & HOMEKILL PROCESS (\$535) TOTAL \$1555														
CUT	Mince	Sausages	Sirloin	Scotch	Rump	Fillet	Rolled Roast	Weiner Snitzel	TAIL	BBQ	Gravy Beef	Blade	Corned Silverside	Salami
WEIGHT	33kg	45kg	8.6kg	6.5kg	10.2kg	3.1kg	11kg	7.7kg	1kg	13kg	8kg	5.2kg	16.5kg	1.2kg
BUTCHER	\$527.67	\$675	\$189.11	\$207.94	\$173.30	\$133.27	\$164.89	\$153.85	\$12.99	\$220.87	\$103.92	\$77.95	\$247.34	\$18

SAVING \$1351.10



While some people still find the thought of slaughtering a family-owned animal unpleasant, the majority of Kiwis see it as just plain good sense – or should that be cents?

Comparing costs between store-bought meat and home kill sheds light on why so many of us are looking at meat in a new way – the figures are stacked strongly in favour of home kill (see the price comparison table below, based on a butcher's website in the second quarter of 2014).

When Vicki and Arron took over in 2011, Homekill Services Ltd had been operating successfully for 25 years, but Vicki and Arron had big plans to bring the business firmly into the 21st century.

Combining online ordering with transparency of process, an open policy on visiting and viewing the premises, and a selection of meat products including gluten-free and preservative-free, the Ogles are working hard to dispel any remaining stigma around having your meat home killed.

Gone are the days of simply choosing which cuts you'd like; now the options seem nearly endless. Manuka-smoked salamis, gluten-free options, gourmet flavoured sausages,

vacuum-packed or blast frozen – it's a smorgasbord of choice.

This kind of forward-thinking attitude and dedication to consumer satisfaction, along with the hard work of their qualified crew, led to Homekill Services Ltd's recognition at the 2013 Westpac Northland Business Excellence Awards (pictured, below left – Business Coaching New Zealand award for Best Emerging Business).

"We felt pretty overwhelmed," says Vicki, "especially considering the high standard of all the entrants. It's been an adventure bringing this business to where it is now, and we're very excited about the future. We have so many ideas and so much enthusiasm. It's a true family business. We just genuinely love and are proud of what we do."

Given the clearly defined and infectious enthusiasm conveyed in Vicki's tone of voice, it's fair to say that the best is yet to come.

CONTACT

p: 09 433 9833
e: vicki@homekillservices.com
www.homekillservices.com



Delivering the best – at home and away

Catering company owner Dwight Shepherd has come a long way since working part-time as a local restaurant's 'dishie'.

Today, the catering firm he owns, Absolute Caterers, has the exclusive contract for all functions at Northland Events Centre. Sitting in a very small room on the ground floor Management Office within Toll Stadium, Shepherd answers without hesitation when asked the key to running a large-scale catering business.

"Organisation and planning," he says with a dead-set look. He decides to illustrate the point.

"We had four wedding functions booked here one weekend last February. That in itself is not a major. Just a few days before, though, we got the phone call from hell. A Blues game, scheduled to be played here later, got a last-minute date switch – to the Friday night going into that weekend! That means catering for 1000 people inside the grandstand – all the corporate boxes and so on – and another 8,000 outside. Then four wedding receptions. Now THAT was a tough weekend. But we did it, and did it well."

Shepherd, 37, found his true calling when working part-time as a 'dishie' at Reva's On The Waterfront in 1994. He credits the Head Chef there at the time, Jack Perry, as the man who encouraged him most to 'follow the dream'.

"Jack must have seen some sort of talent in me. He and, later, Andrew McGregor – who had been private chef on the superyacht owned by the founder of Amway – inspired me. And I learned so much by watching them and other Head Chefs, and through formal training at NorthTec."

One of his fellow students in the 1990s was Shannon Hauraki. While Dwight dived headlong into the local hospitality scene (cheffing at Acuda,



Bogarts, Flames and Planet Earth), Shannon headed for London – working for three years at the Millennium Gloucester Hotel in Kensington (rising to Sous Chef) before a stint at the Cadogan Hotel Knightsbridge; then Michael Moore's Summit Restaurant in Sydney as Senior Chef de Partie, and Sous Chef at a 250-seater 'hatted' restaurant. Shannon came home in 2010 specifically to take the role of Executive Chef for Dwight at Absolute Caterers.

Meanwhile, in 2001, Dwight Shepherd had made the big move to self-employment, starting with a lunch bar in Herekino Street. Over the next nine years he and wife Renée steadily built a solid business known for excellent food and outstanding service. And he literally built a lunch bar,

at Rewa Rewa Rd (Scoffs, now renamed Charlie's) – selling it in 2010 before winning the sole catering rights contract at Northland Events Centre.

"We'll often create a unique menu to fit a client's venue – for an outdoor wedding reception, for example, where there may not be power on site. Or designing a menu around a spit roast, if that's the main course."

The firm has invested heavily in equipment – like 'hot boxes', insulated mobile plastic units that allow food to be prepared, cooked, and then moved to a client's location and served hot.

"But another critical thing," Dwight maintains, "is to get a lot of information from clients, without it becoming a pain for them. Then we go to work aiming to exceed their expectations. Sounds easy, doesn't it? But it's not. And it's certainly not easy to achieve consistently high standards month after month. That's the challenge – and that's why you need smart people and systems, great communication and exceptional organisational skills."

CONTACT

p: 09 470 2595
a: 51 Okara Drive, Whangarei
e: info@absolutecaterers.co.nz
absolutecaterers.co.nz

*Absolutely
fabulous*

Left to right: Lynn,
Dwight, Shannon
and Debs

Consistently high quality is paying dividends



JOLT CAFÉ celebrates its first anniversary of serving the public of Maunu and Whangarei with outstanding coffee, food and service.

Set up at Maunu Village, alongside Sciadopitys Garden Centre, owners Ian and Sue Gillingham and their son Kyle, are rapt with how well their new café has been going and especially how it is being warmly embraced by the locals.

Focusing on delivering consistently high quality has paid dividends with 'word of mouth' seeing customers from all over Northland regularly visiting Jolt's warm, welcoming premises.

COFFEE IS NUMBER ONE

Altura coffee was selected for the café because of its superior blends and ability to deliver consistent high quality beans.

Three different blends give plenty of choice for the coffee lover. Supreme, a smooth blend with virtually no bitterness is used for all white coffees. Black coffee lovers will love the Pacifica blend which has a full rich flavour. To cap these two outstanding blends Jolt has either a 'Blend' or a 'Single Origin of the month' for coffee lovers to try.

Kyle, Jolt's outstanding head barista, ensures that every coffee that goes out is of the same high quality.

DELICIOUS FOOD

To complement the amazing coffee, Jolt has a great selection of delicious homemade cabinet food on offer. This combined with a full breakfast and lunch menu and a specials board, all cooked fresh by Jolt's outstanding chefs, ensures that customers have a wide selection to choose from.

Jolt is producing its own free range eggs. Come and taste the freshness! It is also growing most of its vegetables to ensure quality and freshness.

AMBIENCE AND SERVICE

The relaxed feel and lovely outlook is often commented on by customers. This, combined with friendly service and relatively short wait times even on the busiest days makes Jolt a destination for those wanting a real café experience.

Being dog friendly and having a play area for young children have also proved popular.

If you haven't tried Jolt Café yet, put it on your list of things to do.

Weddings, funerals, meetings, birthdays, anniversaries – consider Jolt, which will be licensed soon and is considering opening a couple of nights a week early in the spring.

Three minutes west of the Hospital by car, off-street free parking, a lovely garden centre next door, fantastic ambience, service and food and the best coffee in the North – consistently.

Make Jolt your regular. They would love to see you.

WINTER HOURS:

(open earlier by appointment)
Tues – Fri 8am – 4pm
Sat – Sun – Mon 9am – 3pm
460 Maunu Rd, Whangarei
p (09) 972 7105
Like them on Facebook and rate them on 'Menu Mania' if you really loved your experience.

welcome to
jolt
cafe with attitude

KiwiYo Whangarei
Frozen Yoghurt, Smoothies & Waffles

Shop 51, 41 Cameron Street, Whangarei | 021KIWIYO or 09 438 8912
www.KiwiYo.co.nz | [Facebook.com/KiwiYoNZ](https://www.facebook.com/KiwiYoNZ)

FROM FATHER TO SON ... TO SON

Having devoted over 40 years of his working life to pioneer grape growing and winemaking here, Longview Estate's Mario Vuletich is pleased to see the third generation on the scene, to realise the potential of a business over 50 years in the making.

In 1962, Mario's father Maté – a Whangarei clothing merchant – and mother Milly bought some land on elevated clay slopes offering commanding views of Whangarei harbour and across to the Heads. Their home was built two years later.

Maté began planting grape vines soon after, and a winemaker's licence was granted in 1969. Truth to tell, there had been a little 'experimentation' with the produce of the young vines, which had quickly become popular at local church communions and so on – causing Milly to insist that the business be formally established. Trading began as Continental Wines in 1969 and was rebranded under the Longview name in 1993.

Initial results were only average; Mario took over the business in 1978. Over the next 15 years or so, the vineyard was extensively replanted with more than 9000 grafted vines – leading to a substantial increase in quality which has been well recognised over the last 20 years with numerous awards and accolades for wines all produced and grown on site (including Air New Zealand Wine awards; Liquorland Royal Easter Show; Winestate Magazine; Cuisine Magazine).

Mario says experimenting with different grape varieties has been a big adventure.

"Growing grapes here has been an enormous challenge because of our climatic conditions – high humidity, excessive rain and wind, our proneness at times to summer storms, for example – but these rich clay soils produce early ripening fruit with rich concentrated flavours.

"We've pioneered many classical grape varieties – Cabernet Franc, Malbec, Merlot, Syrah, Chardonnay, Gewürztraminer and White Diamond."



White classic
White Diamond

Cider line
Apple a Day
Sparkling Cider

Longview Estate now has extensive plantings totalling 6.5ha of grapes. Current production is 12-16 tonnes, but the vineyard has potential capacity of 60 tonnes. Managing a boutique winery on a commercial scale is exhausting work.

Mario is justifiably thrilled to see the third generation already on the local scene – his son, Richard Mario John Vuletich, (age 30) has clearly inherited his father and grandfather's passion for viticulture.

Richard already has significant experience and success in a demanding industry that has little room for mediocrity.

At the end of high school, Richard began a Certificate in Grapegrowing and Winemaking – for one year, thinking that if it didn't work out he could switch to a Commerce degree – then committed fully to the industry by completing a double Degree in Wine Science and Viticulture, while working at Trinity Hill Wines under John Hancock and Warren Gibson.

In 2008 Richard was offered the role of Assistant Winemaker for Mosswood Wines, one of the top three Cabernet-producing wineries in Australia, earning promotion to Winemaker

the following year – a tremendous learning curve for him that rounded out an education in grape growing and the business of winemaking that had started well before his high school years.

By the relatively young age of 30 he could run a laboratory, manage a vineyard, and produce wine from vine to bottle.

Which brings us to the latest example of Vuletich winemaking flair and creativity – Apple a Day Sparkling Cider. While at Mosswood Wines, Richard explored the idea of creating a local cider, as there was an abundance of wine and a couple of micro-breweries there. The hot summers and tourist appeal encouraged him and partner Bex Smith to start a cider business.

"It was successful for two summers before we chose to return to New Zealand to be close to our families. We sold the cider business, knowing that if we can do it once, we can do it again. And now we have, with Apple a Day!

"At Longview we produce traditional wines and some unusual ones – consumer demand is always changing. I am grateful for the skills I have, and especially to Dad for exposing me to such a great industry."

Son of a son of a gun!

CONTACT

p: 09 438 7227
e: longview.wines@xtra.co.nz
www.longviewwines.co.nz



60 YEARS IN FLOORING

Back in the good old days, two young local boys, brothers Scottie and Keith Pierce, chose a career in the flooring business. The rest, as they say, is history ...

They worked for several years in the Bank Street premises of one Mr Dale Taylor, in the old Red Cross Building, opposite where McDonalds is now. Having very little in the way of capital, the Pierces slowly and steadily put aside money and bought the business from Mr Taylor when he retired in 1964, renting the premises from him. 'Pierce Brothers' was born.

The brothers together worked seven days a week, doing their own measuring and carpet-laying, while their wives Ruth and Marilyn looked after the retail side of things. A carpetlayer, Stuart Fraser, later joined the team, becoming Keith's 'right-hand man' in an association that endured 40 years. Scottie and Ruth later retired from the flooring trade and successfully operated a curtain shop downtown.

The Bank Street building was eventually purchased by Keith and Marilyn. Their son Darrin, born in 1965, duly followed his parents into the flooring business, completing a comprehensive three-year apprenticeship – and in those days you learned everything about the trade as a teenager.

Darrin Pierce recalls: "Mum and Dad had me sitting on an apple box, learning to sew carpet before I even went to kindie! And I'd say I was about eight years old when I served my first customer. My sister Natalie and I spent a huge amount of time (outside school hours, of course) in that Bank Street store."

The Pierces stayed there until outgrowing the premises and moving to a larger building in Albert Street in 1984. The extra space was needed to display an ever-increasing range of flooring options for modern living. Excellent carpet and vinyl; wood flooring and ceramic tiles – all carpets, wool and solution-dyed, to suit all budgets.

Darrin says new technology and environmental awareness changed the flooring trade a great deal.



Natalie, Dylan,
Darrin and Marilyn



"He's lifting carpet laid by his grandad," Darrin remarks, "and you can tell if Keith Pierce laid it by the way it has been done."

Marilyn Pierce is still actively involved, having worked in the flooring trade for many years.

She remembers sewing a particular carpet by hand, as the boys did. They also sewed the old 27-inch carpet with a hand machine – a lot harder and slower than today's methods.

Two new and experienced staff members have joined the team: Lyn Hyde and Simon Page.

Pierce Carpets joined the Flooring Xtra nationwide network in 2011, to give them better purchasing power and deliver the best value deals for customers, which is very successful.

The Pierce family thank the people of Whangarei district and Northland for their support these last 60 years and remain committed to giving the same old-fashioned quality and customer service well into the future.

CONTACT

p: 09 438 3746
a: 32 Albert Street, Whangarei
e: whangarei@flooringxtra.co.nz
www.flooringxtra.co.nz

PIERCES
FLOORING XTRA





Going well

The friendly and experienced team at City Motorhomes & Caravans: From left: Glenys, Ken, James, Jesse, Fraser, Glenn, Shane and Jhenai

Quick stop on the road to freedom

When a real estate agent walked in to Ken Crawshaw's workplace in August 2005 the whole direction of his life changed. For good.

Managing a local retail business in Whangarei at the time, Ken was looking for something he and wife Glenys could work at together. They had successfully run several businesses over the previous 25 years.

The agent had what Ken and Glenys thought would be "the ultimate in a relaxing, cruisy lifestyle – selling motorhomes and caravans". About which they knew absolutely nothing.

In fact, this became evident when Glenys met her very first customer, who asked where the storage was in an 11 metre bus. "In the boot!" Glenys confidently replied. To her horror, upon opening the boot, all she found was the motor! Lesson learned.

Ken and Glenys made it their business to find out everything there was to know about their products, even becoming Northland's only Valuers for motorhomes and caravans.

Fast forward six years to 2011, when the owner of the business they shared premises with, Recreational Concepts, approached them about buying their manufacturing plant and retail store – a major undertaking for a couple approaching 60. But Ken, the ultimate entrepreneur, grabbed the chance.

They 'inherited' two very valuable workers, James Storey and Shane Campbell, who have immense experience and skills.

The Crawshaws then employed their own son-in-law, Glenn Hawke. He brought with him personality, practicality and people skills.

The next addition was Fraser Grant, a highly talented and professional boat-builder, whose skills when working in small places are invaluable working with motorhomes and caravans. Recently, they have employed Jesse Cumming, a very enthusiastic young learner.

Ken and Glenys's daughter Jhenai, Glenn's wife, is the Wages Clerk, and the young married couple have recently bought shares in the company. Glenys, meanwhile, has hung up her tools to stay at home and spend time with their large extended family.

Together they are the ultimate team, all with their own talents and expertise, and City Motorhomes and Caravans has become your 'one-stop-shop' for all things to do with Motorhoming and Caravanning.

Get a new motorhome or caravan built to your own design, or buy one from their extensive on-the-yard selection. They also fit out Horse Trucks/ Floats and refurbish customers' motorhomes and caravans.

Had an accident? City Motorhomes and Caravans undertake Insurance work, no matter who your Insurance Company is.

Electrical and gas fittings and repairs can be carried out and signed off by qualified tradespeople. They service and repair 12v/240v and gas appliances/fridges, repair toilets, and supply and fit solar panels, to name a few of their many skills.

You can buy all of your supplies and fittings and be given expert advice, all at the same place.

Finally, there is an online shopping service that can be easily accessed from the website.



CONTACT

p: 09 438 2444 or 09 438 2479

a: 8 South End Ave, Whangarei

e: office@citymotorhomes.co.nz

www.citymotorhomes.co.nz



MELVILLE & ELLIS was originally established in 1971 and started its journey as a sewing machine retailer, progressing over the years into second-hand furniture. Five years ago the decision was made to go into new furniture, orthopaedic beds, electrical goods and recreational equipment.

Today under new branding, **MELVILLE'S HOME CENTRE** is proud to supply a selection of handpicked imported lounge suites, dining suites and bedroom furniture, stainless BBQs, fishing kayaks, Masport lawnmowers, suppliers of LG and Panasonic home electrical goods, and now the exclusive suppliers in Whangarei of Dometic washers and washer/dryer combo machines!

MELVILLE'S HOME CENTRE is a locally owned and operated family business.

Come and see the friendly team.
Cash and Finance is available on all items!



Ph: 09 438 7022
14 Vine Street, Whangarei
mne.co.nz

LOCAL BUSINESS TAKES ON THE BIG APPLE.

Local company Online Designs is making a name for itself in the international market place with its latest project, an online tool for a New York-based company specialising in custom-made sunglasses.

The Whangarei-based web developers landed the project after two American entrepreneurs heard about Online Designs and their expertise in creating high quality customised web based solutions.

The concept of customising your own sunglasses is the brainchild of Justin Street and Ward Meehan, who saw a gap in the market and an opportunity to provide something totally unique to consumers. The idea was to let the public create their own individual sunglasses design which Canvas Eyewear would then print for you and deliver.

The concept was floated on an American fund-raising website for innovative ideas to gauge consumer interest; support for the project was overwhelming with presales reaching almost USD20,000 in a little over a month. With funding for the project secured, the next step was to find the right web development company to work with.



Pictured: Web Designer Joanne Moir (left) and Director Elaine Salmon (right)

The challenge was to produce an online tool capable of giving consumers a way to upload images, manipulate designs on a pair of sunglasses and view their creation before purchasing. This is where the Online Designs team came in. With their incredible team of web designers and programmers they created a 'one of a kind' configurator tool for the American entrepreneurs.

Online Designs, a completely Whangarei-based owned and operated business with a staff of eight, attributes its success to having a great team and superior processes for delivering high quality work. Each website is developed in-house by a designer and a programmer who work side by side to ensure that both the aesthetics and functionality of each site is perfected.

'No stranger to large intricate projects, Online Designs have been developing solutions for large companies all over New Zealand for years.'

Online Designs owner-manager, Elaine Salmon, says development has been 'smooth sailing'. With worldwide communications becoming easier and cheaper, distance between Whangarei and New York hasn't presented any problems and they have been in regular contact with Canvas Eyewear on an almost daily basis.

No stranger to large, intricate projects, Online Designs have been developing solutions for large companies all over New Zealand for years. New Zealand clients include leading furniture company Danske Mobler, Arrow Uniforms, who are one of the largest uniform distribution companies in the country, and Ezyvision, a contact lens supplier with outlets in New Zealand, Australia and Singapore.

Now in its twelfth year of operation, this Whangarei business is proving it can hold its own with the biggest players in the IT industry. More great things are expected from this company as the team continues to grow and the name Online Designs becomes synonymous around the world for high-end web development.

CONTACT

p: 09 438 6138
e: info@onlinedesigns.co.nz
www.onlinedesigns.co.nz



www.canvaseyewear.com

Connect to New Zealand's Fastest Broadband

FOR THOSE OF YOU LIVING WITHIN THE WHANGAREI ULTRA-FAST BROADBAND NETWORK, YOU MIGHT BE INTERESTED IN 10 GOOD REASONS FOR CONNECTING TO UFB



1. DOWNLOAD MUSIC ALBUMS ON ITUNES IN AN INSTANT
2. UPLOAD FAMILY VIDEO CLIPS TO YOUTUBE EASILY
3. SHARE LARGE BUSINESS FILES WITHOUT WORRYING ABOUT THE TIME IT TAKES
4. SKYPE WITH FRIENDS OVERSEAS ON A HIGH QUALITY CONNECTION
5. HAVE EVERYONE ONLINE AT HOME AT THE SAME TIME
6. DO ONLINE COURSES MORE EFFICIENTLY - NO WAITING FOR PAGES TO LOAD
7. FINISH HOMEWORK QUICKER WITH FAST ACCESS TO INFO
8. WATCH TVNZ ON DEMAND WITHOUT ANY BUFFERING
9. WORK FROM HOME WITH EXCELLENT SPEEDS
10. IMPROVED ONLINE GAMING

Visit northpowerfibre.co.nz and choose a provider for your home and business



'connecting our future today'

Northpower FIBRE

FIBRE IN ACTION

WHANGAREI'S FIRST APP ON FIBRE

Complaints that there is nothing to do in Northland will be a thing of the past from this summer, when CHART North launches a new app telling people what's on in the beach, bar and band scenes.

Rosie Riggir, CHART North Funding and Projects Manager, says during her many years of working with events and touring bands, she found that lots was happening but not many people knew about it.

"One day I woke up and had a Eureka moment that we needed to build an app." Ms Riggir put her entertainment knowledge together with app programmer Alex Mason and development manager Daniel Beazley's technological skills to come up with SUP App, a Northland-wide events guide.

Mr Mason says their app is the first one to be produced in Northland and has taken approximately 1500 hours to build so far.

The app is expected to be launched in Beta in mid-June, perfect timing for the upcoming summer 2014/15 season.



PROOF OF PROGRESS

Fibre fans at Jeff Oliver Print are calling on other Whangarei businesses to satisfy their need for speed by signing up for "crazy fast" internet. Co-owner Dean Oliver says the firm has saved money since switching to fibre in June 2011. But the efficiency gains achieved using the new technology have brought the greatest benefits. The firm can turn around jobs much faster, which is crucial in the print business where deadlines are so important. Jeff Oliver prints annual reports, colour ads and community newspapers, among other products.

In the past, getting documents to print meant courioring them backwards and forwards between the printer and the business. Now, drafts are transmitted electronically and clients can give approval by email.

Fibre has enabled Jeff Oliver Print to broaden the scope of services offered as well as to pitch for work in Australia, neither of which would previously have been possible.

The firm's turnover in 2012 was up 40 per cent on the previous year, with the business being busier than at any time in its 27-year history.



A HELPING HAND

Patients in remote areas of Northland are now getting better care thanks to the use of fibre in medical practices.

Dr Aniva Lawrence of Te Whareora O Tikipunga says that virtual clinics are being piloted in schools and remote rural locations to bring healthcare to people who missed out in the past. Since 2012, new technology has been trialled to see if it is the answer to medical workforce shortages and long distances between patients and health professionals.

Video conferencing is being used to keep in touch with remote clinics, enabling remote populations from Kawakawa to Green Bay to be serviced.

"I'm one of the younger generation of medical practitioners. UFB and fibre are what our generation is about.



We need speed in order to work effectively. We get clear pictures instead of low quality and we're able to see and hear patients perfectly."

Dr Lawrence says that all the records where she works are now electronic, meaning that large files can be transferred extremely quickly.



ART THROUGH CONNECTIVITY

New technology is helping to nurture the creative spirit among the bush-clad hills and craggy rock faces of the Quarry Arts Centre. Community manager Andrea Beazley says the centre uses fibre both to increase

its administrative efficiency and to communicate better with artists. One of the main purposes of the centre is to offer a platform to display the talents of local artisans through on-site art studios, the Quarry Craft co-op shop and the Yvonne Rust gallery. There are 16 artists' studios - ranging from painters to jewellers, carvers and sculptors - and fibre now runs right through the complex.

"Our intention is to use a lot more video streaming because we run a lot of workshops here.

"Using high speed fibre will build the profile of the Arts Centre and increase community education, which is a huge improvement on what we have been able to do before," says Ms Beazley.

She hopes that in future the centre will offer web workshops, connecting tutors and participants virtually rather than physically.

LOCAL TV GOES NATIONAL

Fibre lets Whangarei community TV station Channel North beat the big boys at their own game.

Producer Raewyn Barry says when a major story is shot in Northland, it can be sent to TVNZ or TV3 in five minutes - rather than the hour it would have taken in the past. This allows stories from the north to get to air around the country a lot faster.

Production manager Gareth Mauchline says the station now uploads directly to YouTube for clients.

"We recently did a national TV programme. It took us five minutes to upload to our FTP server and it took them three hours to upload it to their own FTP server. So that's the difference with us on fibre and them on copper."

Co-Tutor Video and Electronic Media at NorthTec, Karen Sidney, has big plans for the station's future off the back of fibre.

The new technology is also allowing Channel North to move into areas of news production that were previously off-limits, such as current affairs.



PROGRESS IN PRIVATE

Dramatic cost-savings year-on-year are putting a smile on the face of Kensington Hospital finance manager, Karen Duncan, since the private hospital switched to fibre three years ago.

In that time, the hospital has shaved \$35,000 off its phone and internet bills.

Ms Duncan says the move has paid off handsomely in terms of time, money and improved patient care.

General Manager Steve Soufflot echoes that, saying the move to fibre has been a great experience.

"From a surgeon's perspective, our surgeons love it. They have high-quality, high-resolution images available. They're not shuffling old X-ray films around. They can call up multiple images at a time."

Ms Duncan observes that the hospital's interactions with agencies such as ACC and the National Immunisation Register are more efficient.

In future, she expects more patient documents, such as discharge and referral letters, to be electronic.

"It's pretty simple for us. It's all about making sure surgeons and GPs have the information they need, when they need it."



AN EYE ON HEALTH

Diabetics who might have lost their sight in the past are retaining their vision, thanks to speedier access to test results. Clinical Director Ophthalmology, Northland District Health Board, Dr David Dalziel, monitors diabetic patients for eye diseases. When he worked with copper lines, he had to wait so long for information to appear that he says he felt like he could go and have a cup of tea. "Now it's much quicker and it makes my job so much easier and more efficient. Diabetics get troubles in the backs of their eyes.

"We can see these on photos before the patient has trouble with vision and intervene in a timely manner with treatment that saves vision." Dr Dalziel says that the health sector is becoming increasingly reliant on IT, with diabetics' photos and x-rays being stored remotely. Blood test results are also available over the internet.

"It becomes very difficult if internet speed is not up to standard and you need it to do your job quickly.

There is no doubt fibre has made a huge difference."



REMOTE MANAGEMENT

Patients will have more control of their health in future as new technology empowers them with more information and speedier access to specialist services.

Whangarei GP, Dr Andrew Miller, is one of seven people around New Zealand chosen to pilot "patient portals." The new "Manage My Health" will allow patients to book appointments, check test results online and ask for repeats of their prescriptions via the internet.

Dr Miller has just started enrolling patients at his practice in the scheme and says that he anticipates it will cut doctors' administrative workloads.

"In the future, I'd like to see all practices making the consultation notes available to patients. There is an "Open Notes" movement in the USA which has shown that doctor/patient relationships, medication compliance and health literacy all improve if patients have full access to their consultation notes."

Dr Miller is excited about the introduction of information systems that link patients, GPs, community providers and hospitals to allow co-ordinated and shared care.



Left to right: Northpower Chairman Warren Moyes, Environment Minister Amy Adams, Northpower Network General Manager Graham Dawson.



RUNNING ON WATER... WHANGAREI TO BE EV CAPITAL

Northpower plans to make Whangarei the electric vehicle capital of the country. It is only a month since the company had Environment Minister Amy Adams open New Zealand's first fast-charge station in Alexander Street – just off Rust Avenue. It is at the site of Northpower's Alexander Street substation.

For the foreseeable future the charger will be free to use, with the fast charger capable of providing 80% charge capacity within 30 minutes. The standard charger takes closer to eight hours for a full charge.

Northpower's EV charge station is even powered by Northland water, courtesy of Northpower's Wairua Hydro Power Station at Titoki – with the Chademo standard-based fast charger using local power generation to charge EV batteries.

Two other SAE J1772 standard chargers are available and three more will be added later if required.

Northpower also has three standard EV chargers at its head office, just five minutes away from its Whangarei CBD fast-charge station.

With daily running costs 75% cheaper than petrol and diesel vehicles, the move to EVs could prove an economic boost to Whangarei and surrounding townships, while also benefiting the environment.

And as with ultra-fast broadband networks, Northpower CEO Mark Gatland has a wider vision for EVs.

He says at around \$2 a day for 50-100km of mileage, the running costs on EVs are considerably cheaper than \$8 a day for traditional motoring with diesel and petrol vehicles.



"Apart from changing tyres every 40-odd thousand kilometres, there are very minimal servicing costs. People can simply drive them to work, head home and re-charge overnight on a standard three-point plug," says Mr Gatland.

Northpower has completed a study which proved its electricity network can comfortably handle tens of thousands of EVs charging overnight. In fact, it makes the network more efficient which should reduce network charges over time.

Similarly, an Auckland University study has revealed that the national grid has ample capacity for charging EVs.

"What makes EVs so logical for New Zealand is that the majority of power generation is renewable ... we are very similar to Norway in that respect. Electric vehicles are a far better investment than solar photo-voltaics."

Northpower Network General Manager

Graham Dawson says the excess availability of electricity for re-charging EVs should be taken advantage of.

"Historically, the cost of electric vehicles has prevented widespread adoption, but the importation of low cost, low mileage, used Electric Vehicles from Japan has drastically changed the situation and has given Northpower the confidence to launch this initiative," says Mr Dawson.

"Recent cost reductions in the pricing of NZ New Electric Vehicles and realistic pricing of the new Plug-in Hybrid SUV have added to this.

"I've no doubt that New Zealanders in close proximity to cities like Whangarei will benefit immensely from adopting electric vehicle technology. Being able to do 100km round trips before the need to re-charge means people can charge-up overnight at home. It's the way of the future."

CHARGING UP

Zero emissions. Low cost per kilometre to run. Low overall maintenance costs – electric vehicles have great appeal.

Terry Stewart is a vehicle importer who knows he has a tiger by the tail. He can see public demand for second-hand EVs growing quickly – and he's trying to keep up with demand. But his company, EV Imports Ltd, is well placed to meet that demand.

Over a period of more than 15 years, Terry has built a reputation with corporate customers, both in New Zealand and Australia, importing from Japan new Aichi Trucks, and prime quality used vehicles and trucks. Only the best quality, very low mileage, used vehicles were chosen for importation.

As a key supplier of Aichi Trucks to several Electricity Distribution Companies throughout New Zealand, these companies started supporting the use of Electric Vehicles (EVs) on their networks, supporting a cleaner, greener New Zealand.

The current price tag (\$40,000-\$65,000) for a new EV is seen as the biggest stumbling block to buying into the EV concept; but having access to good quality, low-mileage, second-hand EVs will facilitate the take up of the cars in the NZ market.

As a trusted supply partner to these large corporate customers, Terry set up EV Imports Ltd to give the wider New Zealand public cost-effective access to the future of motoring and help keep us 'clean and green' in the future.

The Nissan LEAF is rated highly as an EV option for New Zealand motorists; EV Imports is already bringing in these second-hand but low mileage vehicles into New Zealand. Some are bound for Whangarei district – and that's why Terry has a tiger by the tail.

"We are currently finalising arrangements with a reputable vehicle dealership in Whangarei on a sales and service agreement that will make it much easier for Northlanders interested in purchasing an EV to test drive and purchase them, knowing they have the assurance of after-sales service and parts support. EV is definitely the future of motoring!"

POWERFUL EXAMPLE

A recent case study involving three vehicles, all owned and driven by a married couple in Palmerston North.

- **Toyota RAV4**
10km/ltr = 2000 ltr @ \$2.10
ltr = \$4200 annual fuel cost
- **Toyota PRIUS**
20km/ltr = 1000 ltr @ \$2.10
ltr = \$2100 annual fuel cost
- **Nissan Leaf (EV)**
6.3km/Kilowatt hour (kWh)
= 3000 kWh/yr
• @0.22 /kWh
= \$660 annual fuel cost
• @0.10 /kWh
= \$300 annual fuel cost

CONTACT

p: 021 706 368

e: support@evimports.co.nz

www.evimports.co.nz

COWLEY'S HIRE CENTRE LTD

100% locally owned and operated for 62 years

PARTY HIRE

From small family functions to large corporate events

MARQUEES / TABLES AND CHAIRS

HEATING / COOLING / LIGHTING

PICKET FENCES AND ARCHWAYS

FLOORING / TABLEWARE / TOILETS

MUSIC AND ENTERTAINMENT

EQUIPMENT HIRE

CONTRACTING

INDUSTRIAL

DIY & HOME

EXCAVATORS

ROADING

AGRICULTURE

TOILETS

HEAVY EQUIPMENT

TRADESMEN

437 2586 121 Kioreroa Road, Whangarei

OUR GUARANTEE TO YOU: After each piece of equipment is used we service, clean and maintain it for good working order.

438 3613
54 Commerce Street,
Whangarei

0800 426 953
www.cowleyshire.co.nz

PARTY HIRE 437 2586
121 Kioreroa Road, Whangarei
Also open Saturday to 12 noon

WHANGAREI 438 3613
54 Commerce Street
OPEN Weekdays 6.30am-5.30pm
Sat 8am-5pm, Sun 8.30am-4.30pm

KAMO 435 1882
17 Clark Road
OPEN Weekdays 7.30am-5.30pm

RUAKAKA 433 0400
Cnr Sime & Marsden Point Roads
OPEN Weekdays 7.30am-5.30pm
Sat 8am-12noon



Without A Travel Agent You Are On Your Own!

A **good** travel agent adds value to your travel experiences, provides advice, expertise and advantages that come with connections cultivated over many years.

A **good** travel agent can save you time and money...who would argue that these are probably two of the most precious commodities we covet today.

Online "shoppers" have to work harder and longer to achieve the same result as a travel agent and often it has been found that business and leisure travellers are getting less **value** when booking online as the "anonymous supplier" is not focusing on value as well as **price**...why do this when you can have a living and caring agent handle it for you?



We are passionate about what we do and as a result many of our clients have become

friends – have grown to trust and place their faith in decisions we have made on their behalf and advice we have offered which have made their travel experiences something to look back on with great pleasure.

Though managing to remain almost unbiased we do confess to an almost "over the top" passion for all that is cruising. Our cruise client base is increasing by the day as people become more adventurous and curious about the extensive range of ships and cruise holidays available and it is almost

always true to say that a first cruise is just the beginning!

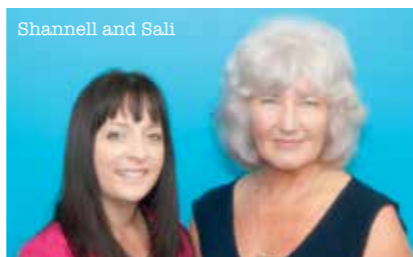
We often warn first timers that the experience is addictive and that they should seriously consider registering for their next cruise while on board as this can mean generous discounts on deposits and the application of on board credits which are greatly appreciated. Advice you would most certainly **not** see on the many websites that are loudly proclaiming their ability to source cruise holidays at "unbelievably discounted prices"!

We believe we are your good travel agents.

100% locally owned and operated our **independent** status (not members of a large retail "chain") allows us to source product from **all** available suppliers and to make fair and reasonable decisions with regard to the charging (or **not**) of fees for our services.

We are happy to visit you at home to work through plans you may wish to share with friends or family and are available 24/7 to assist in any emergencies which may arise once you have begun your trip.

Now we ask **you**... why would you not choose a **good travel agent** over the deflating romance of DIY!



Fly return to Europe for just \$1465* pp including all taxes when you book a Viking River Cruise.

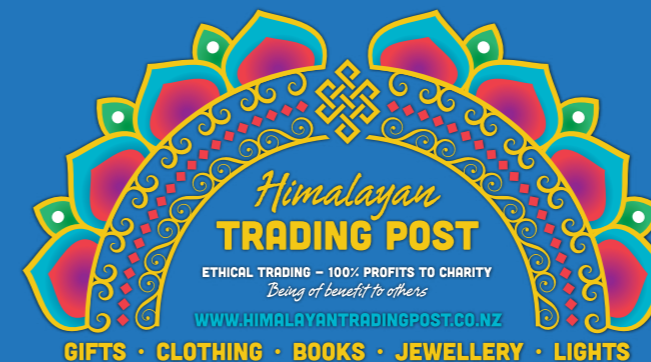
- Valid with any stateroom category
- Fly any date between 1 February and 30 November 2015
- Viking will fly you to the gateway of your cruise commencement and from the gateway of your cruise conclusion
- Economy Class

Fly Emirates to Europe for your River Cruise!

Small World Travel & Cruise
 23 Rathbone Street, Whangarei
 09 4382939
 travel@swtravel.co.nz
 smallworldtravel.co.nz
 Like Us on Facebook



*Terms and conditions apply. Offer is strictly limited. Prices are subject to change in accordance to currency exchange rates. For full terms and conditions of the Europe air offer visit the website at www.vikingrivercruises.com.au/1295air-europe.aspx.



Himalayan Trading Post is a much loved Whangarei store and proud to be a part of our wonderful community.

Now in its ninth year, Himalayan Trading Post has recently moved to new premises on the corner of Cameron and Walton Street and continues to grow through popular support.

The store is a registered Charitable Company owned by Jam TseDhargyey Ling Trust, which is the local Tibetan Buddhist Centre in Whangarei. 100% of the store's profits go towards supporting the centre's community-based programmes – a holistic approach that benefits everyone.

Come and explore our fabulous new shop packed with beautiful clothing; fabrics; jewellery; Buddhist books, CDs and Prayer Flags; Himalayan salt and salt lamps; mobiles, wind chimes, fairy lights, delicious perfume oils, essential oils, and other health and beauty products.

Come and visit us soon.



Mon-Fri 9.30am-5pm, Sat 9am-2pm, Sun 10am-3pm
Phone 430 2040 | 89 Cameron Street, Whangarei
www.himalayantradingpost.co.nz



Why Provide Exceptional Service?

- A dissatisfied customer typically tells 8 others about the negative experience. These people then tell more people. Just one dissatisfied customer can negatively influence up to 82 others.
- Only 4% of all customers ever complain. For every complaint received there are an average of 26 other complaints that were never voiced. Six of these complaints are serious enough to cause defection.
- Nearly 95% of customers who complain will continue to do business with you if the complaint is handled quickly and to their satisfaction.
- Depending on your industry, the lifetime value of each customer is 100 to 1,000 times the value of a single transaction.
- Research shows it costs five times as much to attract a new customer as it does to retain an existing customer. Exceptional service is the best way to retain customers.
- Existing customers spend more per transaction and purchase higher profit items than new customers, resulting in more profits for salary increases and career advancement opportunities.
- Providing exceptional customer service makes for happier customers who are easier to deal with, making your job more enjoyable.



Contact: Maree Walters
 Kiwihost Northland Regional Manager
 P: 021 351 848 E: kiwihost@multiskill.co.nz

www.kiwihost.co.nz

Pain is temporary. Quitting lasts forever.

Activ8 Northland is no ordinary 'gym'. In fact the outgoing team of Personal Trainers at Activ8 insist that their quiet, workout-friendly space be called a studio.

The emphasis is to change lives – every package they offer guarantees results. They do this by offering packages rather than long-term gym memberships, as well as taking a holistic and scientific approach to clients' programmes.

This means every client is happy – continuing to have fun, gaining results, and changing their lives. This policy has made Activ8 one of the most successful Studio and Bootcamp operators in New Zealand.

The family-friendly environment means you make other like-minded friends

In 2010 Activ8 Northland started running Hardcore Outdoor fitness sessions in parks around Whangarei with a group of 12 people at 5.30pm. Slowly the word got around that these groups were fun, dynamic, motivating – and these 12 people were getting fit, gaining muscle and shedding fat, FAST!

After six months Activ8 had bootcamps running five times a day. And every session was booked up. The bootcamps were unique – the limit of only 12 people means they can personalise the activity for each person's age, fitness level, injuries and goals. Every session has two Qualified Personal Trainers, so every person is pushed to their individual limit.

But what makes Activ8 different from almost any other exercise facility is that they genuinely care, and they look at the bigger health and fitness picture.

Every six weeks fitness testing and body composition is done, exercise knowledge and lifetime nutrition habits taught, and food intake inspected. This approach has helped them win NZ's Small Group trainer of the year awards in 2011, 2012 and 2013.

Such popularity ran the owners (Matt and Miranda Harrison, with business partner Shayne Dunseath) literally off their feet. Matt recalls having to look for other highly-qualified and experienced Personal Trainers to start a results-driven studio.

"Having worked in gyms before, seeing people pay for gym memberships and either not get results or not go ... this is what motivated us to open our Health and Fitness studio in Porowini Ave in 2012. The family-friendly environment and culture mean you make other like-minded friends; you look forward to working out and can join in extra social events outside exercise."

Activ8 also provide massage, physiotherapy, an in-house naturopath, gravity training, small group training, boxing, Mums and Bubs sessions, Rejuvenate classes and studio usage.

CONTACT

p: 0508 228 488

a: 16 Porowini Ave, Whangarei

e: info@activ8nz.co.nz

www.activ8nz.co.nz

CASE STUDY – TAMMY BUTLER



"Encouraging, creative and professional. That's the team at Activ8 ...

... always enthusiastic greetings, the genuine interest shown in me as a person and, most importantly, the way they have guided me through my journey of 25kg weight loss and increased fitness ...

... as a result of my training, I've become interested in other types of exercise. I feel in the best physical shape of my life ...

... Activ8 Northland has played an instrumental role in assisting me to live a much healthier lifestyle. They are an inspirational, committed and qualified group of trainers dedicated to helping people make positive changes ...



New Vision. Real Change.
Transform your life and business
starting today!

» YOU WANT
to be market leaders and game changers

» YOU NEED
influential leadership and high performance

» YOU MUST
unleash your potential and pursue excellence

"Gideon gets to core issues swiftly and with absolute honesty, the same honesty, along with life-changing strategies, leverages one forward to the next challenge and beyond"

Book your Performance and
Professional Leadership Coach now!
Contact Gideon Hanekom at

rapid.strategies@gmail.com or +64 21073 7682
www.pacesetter.me

INDIAN AROMA DINE-IN - TAKEAWAY - DELIVERY

The magic of any cuisine is the blending of the right spices in the right quantity. At Indian Aroma this is what we have perfected to get the best aroma and taste of suit the palate of our valued guest.



23-25 Vine Street Whangarei Ph: 09 438 5005

Please call or order online at
www.indianaroma.co.nz

AROHANUI from Tracey

Founded 10 years ago, Tuatara has built a strong community following. Our 'regulars' come not only from Whangarei, but from across our nation. Our visitors arrive, or shop online, from every corner of the world. Young and old, of every culture.

Tuatara represents the work of over 100 NZ artists and designers – many of them Maori. Customers buy authentic pieces of Aotearoa to grace their home, adorn their body, or give as gifts. We support the philosophy of FairTrade and ethical trading. Much of what you see here is actually made, by hand, in Northland!

In August, I celebrate two years at the helm of Tuatara Design Store. Canadian by birth, I chose New Zealand Citizenship 25 years ago, and have lived in the Whangarei area raising my two Kiwi children for over 17 years.

My role at Tuatara is like a kind of bridge. With a background in tourism, health, and currently as a practicing artist, I'm able connect artists' work with their customers, share authentic New Zealand with the world, foster understanding between cultures, and assist people looking for that intangible 'something special'.

By talking with a customer, we establish what will be just the right fit for them at this point. Then when they discover the perfect piece, we often both get the goosebumps! Likewise, when I can pass on feedback to the artist about how thrilled the customer was with their piece, it's so heartwarming to see their faces shining and eyes aglow!

Tuatara has a wide range of post-able items to fit a small purse or a tight budget. When we send family and friends a token of our love, it helps for it to be small, light, unbreakable and easy to post or pack in luggage! At the other end of the scale, we have sculpture and paintings that are top-notch art investments.

We're not just 'selling stuff'. We help people feed their souls – with beauty, inspiration and quality.

 **TUATARA**
DESIGN STORE

29 Bank Street Whangarei 0110

Phone: 09 430 0121

E-mail: enquiries@tuataradesignstore.com

www.tuataradesignstore.com

Opening Hours

Tuesday – Friday 10am–4pm, Saturday 8am–2pm

Or by appointment



Be the first to hear about NEW
PRODUCTS, SPECIALS and EVENTS!

ALL TOO MUCH?

Are Northland farmers paying too much for life insurance?

Discounted premiums on life, trauma, income protection and health insurance (personal and business) are available through a preferred rural supplier where you can get up to 20% discount on premium. Special conditions apply. A selected Insurance company is offering a discount of on all premiums if paid through a preferred rural supplier. This could mean a big saving on your current insurance premiums. Alternatively, it could be the time to think about taking out insurance or doing a complete review of your personal and business needs.

We work with the farming community, advising farmers on how to protect their farms, income, family and health. We have worked with farmers for over 30 years structuring full financial packages to protect the farm debt, Key Person business and personal income considerations, and family home front needs.

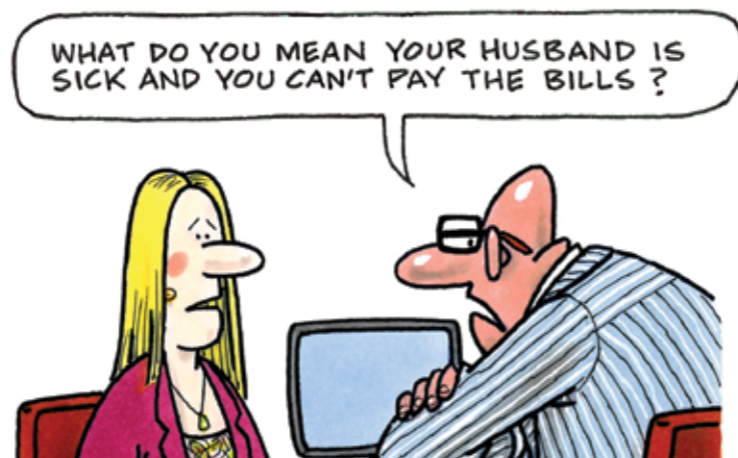
We also assist in succession planning for the family farm. Along with a specialist solicitor, we help provide a financial solution to secure siblings destined to own the family farm and those with an alternate career path.

As life insurance brokers, we advise and set up insurance cover for self-employed or employed people to financially protect their business or personal position by providing capital or income when it is needed the most. Our question to you: "Is this something you need or want?"

Insurance protection in place can buy time and guarantee financial stability at the most important times, especially when it comes to key people within businesses.

We review all your existing insurances and your current financial needs to put together a financial protection package to personally suit your situation.

If you are interested, we would initially have a telephone or face to face meeting to determine whether we have a mutually acceptable basis for doing business. A complete insurance review would normally result in your business or personal position being better protected, giving you more value for every dollar spent.



IT PAYS TO PLAN FOR THE WORST

If you are a self-employed person whose business depends on you to turn up and run the business, what happens if you are simply unable to because of illness or accident?

You would normally be a key person in your business and need to be there more effectively to keep the business running. If you couldn't work you would need to employ a manager or specialist to take over from you. How would you pay debts, wages, fixed costs, etc? Would you have enough cash flow to pay, say, \$60,000pa - \$100,000pa for a manager to step in and keep the business going effectively and efficiently?

These are all important financial questions to ask yourself if you are self-employed and a key person in your business or employ other key personnel.

We have implemented Key Person income cover for many business people which pays an income to the business in the event of the person not being able to work due to an illness or an accident.

This income allows for a specialist manager to be paid to take over the reins while you are recovering. The income is paid to the business for up to two years, which allows time for you to get back to work or to keep the business strong while you find a buyer. The income is not offset against ACC payment and the premium is tax deductible.

With this type of income cover in place your business cash flow continues allowing you to even

draw an income which in turn keeps your home front going.

Don't underestimate your role in your business and a catastrophe which would arise if you couldn't go to work.

We can work with you and your accountant - even look at your ACC arrangements to ensure better cover and that your business continues in the best possible way if you are not able to work.

A timely review of your insurance will result in a more effective and economic package.

CONTACT

p: 09 438 4692
a: 21 Norfolk Street, Whangarei
e: kob@obrienlife.com
www.obrienlife.com



O'Brien
LIFE INSURANCE BROKERS

we walk beside all people affected by dementia

Mindful of service



Just ask
Kevin Salmon
(general manager)
and Anne Wilson
(community advisor)

Alzheimers Northland has been serving Northlanders for over 20 years but it is really starting to come into its own as we become more aware of dementia, how it reveals itself, and how it affects individuals, families and friends.

I guess we can thank influential movies like The Notebook and the odd characters who have popped up in TV shows (like The Rafterers and Coronation Street) struggling with some form of dementia.

Years ago, a person with known or undiagnosed dementia often ended up being isolated within the family or placed in an

Alzheimers Northland supports this philosophy and wants to provide carers with the tools for this to be the case.

It is not so pleasing to report, however, that Northland's growing and ageing population is increasingly affected by dementia - which in turn puts pressure on Alzheimers Northland and other healthcare organisations to keep pace with demand for services.

Happily, we are coping well at present and later this year will be operating from our new purpose-built premises in Corks Road, Tikipunga.

"The new Corks Road project cost \$1.3m and came from several bequests and reserves. It will provide specialised dementia day programmes, training rooms and offices for Alzheimers Northland."

institution that didn't really have the skills needed for somebody trying to cope with memory loss. Families, ill-informed or unaware, felt alone, sad and/or guilty.

I am very pleased to say that things have improved dramatically here; the information available to people now is easy to get, advice is free, and we'll even come to you at home to discuss your concerns. Our local DHB have embraced the fact that people are generally better off at home and we all strive for that to happen.

One key area of staying at home is our day respite programme. Our new building on Corks Road will provide specialised day programmes for dementia sufferers and provide that much-needed break for carers.

In most cases we will collect the affected person from home and return them after a day of focused activities and specialist care. All of these services are free and without a doubt make the long journey of dementia easier to cope with for everyone concerned.

If you or a loved one is worried about somebody showing signs of short term memory loss talk to your GP or call us. We can help with information and support. There are plenty of people to help you, all with the goal of home-based care.

It is time to stop thinking of dementia as a terminal diagnosis and start thinking of it as a long term condition. Once we do this, people will more readily access the support and care they are currently not getting.

THE TROUBLE WITH MEMORY

- Memory troubles are common in older people.
- Older people with memory troubles know they have memory troubles.
- Some older people believe that waiting will make their memory get better.
- Many treatable health problems can cause troubles with memory.
- About 50% of people with dementia live alone in their own homes.

Alzheimers Northland has a small team of well-trained, professional staff who can help you with any issues around memory loss. The support available is immense. **All you have to do is ask.**

CONTACT

p: 09 438 7111
a: 148 Corks Road, Tikipunga, Whangarei
e: northland@alzheimers.org.nz
www.alzheimers.org.nz/northland





Morris & Morris Funerals with its architecturally designed, purpose-built facility at 199 Kamo Road serves all districts of Whangarei and Northland

A BUSINESS THAT CARES

Morris & Morris are helping Northland families through one of the most challenging and emotional times in life.

From taking care of the initial worries and confusion of how to get started, to helping with grief management and care for as long as needed after the funeral, the team at Morris & Morris Funerals is committed to providing the warmest and most personal service.

The family owned funeral home in Kamo Road is operated by a dedicated team of men and women who bring a broad range of experience and qualifications from many different backgrounds and areas of the community. It is the relationship these people create with families that makes the difference in the service they provide.

Morris & Morris Funerals employ qualified funeral directors and qualified embalmers; and

families can take comfort in the knowledge that all their services are provided under the guidance of fully qualified staff and members of the Funeral Directors Association of New Zealand and the New Zealand Embalmers Association.

THE ART OF CREATING A MEANINGFUL FAREWELL

Morris & Morris have been an integral part of the Whangarei community for 70 years. They will take care of everything to ensure your loved one has the dignified farewell they deserve. Not everyone chooses to pre-plan their funeral. The qualified team of experts at Morris & Morris are able to

arrange the funeral service around the families' wishes in a relatively short space of time. They do this with empathy and compassion and their desire to create a meaningful tribute to the deceased.

CATERING TO A MULTITUDE OF CULTURES AND BELIEFS

"Death is a natural part of life," says Gary Taylor, General Manager of Morris & Morris Funerals. "Our experienced, highly qualified team can help you organise all funeral arrangements and bereavement care." He says there is no right or wrong way to do anything, people have different cultural and religious beliefs and must be allowed to make the arrangements of their choosing.

The friendly team at Morris & Morris can assist with these arrangements by offering sound advice, guidance and professional support. And as the only members of the Funeral Directors Association of New Zealand (FDANZ) in Whangarei, Morris & Morris are the acknowledged industry experts.

HELPING FAMILIES STARTS WITH TAKING CARE OF STRESS

"We're here to remove as much stress as possible," says Gary. "Grieving families are asked to make a number of difficult and emotional decisions at the time of arranging the funeral. It's our job to guide our client families through the various options available to them."

He says it is important to talk about funeral arrangements and today many families are interested in pre-arranged and pre-paid funerals.

"I think this is a sensible option because it gives everyone piece of mind and eliminates unnecessary stress. Some of our client families just want their funeral taken care of financially, while others like to leave specific instructions relating to the service. They want to plan the whole thing right down to the music." This can relieve the pressure and strain for the family. "I have had people come in and when they find out their loved one has left behind



The friendly team at Morris & Morris will guide and inspire you with empathy and respect to deliver the funeral service that truly reflects your family's wishes



a funeral plan, it's instant relief. You can see it on their faces. I believe it's a great legacy because it allows the family to focus on the bereavement and their own grief."

THE FUNERAL DIRECTORS ASSOCIATION OF NEW ZEALAND

The Funeral Directors Association of New Zealand (FDANZ) is a group of caring professionals who are committed to ensuring that the families they serve are receiving high quality service.

Morris & Morris meet the strict quality requirements of FDANZ and are proud to be their only member in Whangarei.

The absence of legislation governing the provision of funeral services means anyone can set up as a funeral director. However, you can rely on the integrity of an FDANZ funeral director. There is a strict code of conduct that all FDANZ members

adhere to in order to deliver professional funeral services. Morris & Morris are proud to be the only funeral director in Whangarei who meet these standards and belong to the FDANZ.

CONTACT

p: 0800 66 77 47
a: 199 Kamo Road, Whangarei
e: office@morrisandmorris.co.nz
www.morrisandmorris.co.nz


**Morris & Morris
Funerals**



Retirement life with dignity

The Northland District Masonic Trust is a charitable Trust which has been providing housing for Northland's elderly since 1967. There are five Villages – two each in Whangarei and Dargaville, the other in Wellsford.

The Trust provides affordable, comfortable housing for older people who are independent but want the companionship offered in a small Village lifestyle. Both rental and Occupation Right (ORA) options are available. The Northland District Masonic Trust offers several important points of difference to other retirement Villages. According to chief executive Malcolm McKerrow, the Trust has been helping those who have under-provided for their retirement by providing accommodation that allows them to live with dignity.

"Making the decision to move into a retirement village can be quite daunting and there are many aspects to consider," says Malcolm, whose association with NDMT stretches back to 1998.

"The Trust is very mindful of this and, being a charity as well, makes a number of concessions from the usual industry standards to try to make the decision-making process easier.

"For example, with respect to Occupation Right Units, one of the key questions often asked is: 'What happens when one leaves?' In our case, the Trust guarantees it will purchase a departing resident's interest in their Unit and stops the low weekly fee even if the Unit continues to be vacant. This is quite different from other ORA situations. We feel this provides clarity and certainty for all concerned."

Any operating surplus made by the Trust is reinvested into the Villages, as opposed to being paid out in dividends to shareholders.

This enables the Trust to keep its rental rates under the normal market rent and weekly fees for ORA residents as low as practicable.

The Trust is governed by a Board comprising one representative of each of the 14 participating Masonic Lodges in Northland. This structure is also significant, Malcolm says, and it is a case of "locals looking after locals", giving the Trust an advantage over other, larger retirement village organisations.

Mr McKerrow says that the Trust endeavours to provide peace of mind, space and security. Its strong history in the retirement village industry allows residents to have trust and confidence in the manner in which their agreement will be honoured – crucial factors when considering options for living in a retirement village environment.

CONTACT

p: 09 438 3109

e: info@northlandmasonictrust.co.nz

www.northlandmasonictrust.co.nz



LUPTON MASONIC VILLAGE

5 Waiatawa Road, Whangarei

Twelve rental units and five Occupation Right units. All have access to either a common carport or their own remote entry garaging with internal access. Set in sunny north-facing grounds with beautiful and peaceful surroundings, and with security lighting. A regular bus service passes the gate.

MAUNU MASONIC VILLAGE

224 Maunu Road, Whangarei

23 rental units. Centrally situated opposite Northland Base Hospital. Ample off-street parking available. Has its own hobbies hall, where residents can gather for afternoon teas and pot luck dinners. A regular bus service passes the gate.

HOKIANGA MASONIC VILLAGE

87 Hokianga Road, Dargaville

Four rental units and 14 quiet and sunny Occupation Right units, three of them new in 2009. All have either their own carport, or internal garage, or some group garaging. Lovely surroundings, and walking distance to town.

KAURI MASONIC VILLAGE

4 Kauri Street, Dargaville

Nine rental units. Situated in a warm, sunny location, all on flat ground, in close proximity to all local amenities.

WELLSFORD MASONIC VILLAGE

18 Hanover Street, Wellsford

20 units (10 rental and 10 Occupation Right) on three levels. All have rural views. Good parking. Security lights. Close to good shopping and a first class medical centre.

Northland District Masonic Trust
HOUSING FOR THE ELDERLY

BUSINESS IS NOT ROCKET SCIENCE

Business coach and mentor TERRY SAGE advises all business owners to keep it simple, do the basics well, have a plan, follow it – and think big!

From reading a business coaching franchise advertisement in the Herald back in 2006, to building and owning two of his own franchised coaching companies, local business coach and mentor Terry Sage is justifiably proud of his own business achievements.

It has taken eight years dedication, positive thinking and hard work, but Business Coaching New Zealand – and more recently Trades Coaching New Zealand – are thriving, franchised and going national.

Terry says the secret of his success is – pure enjoyment.

"Of all of the companies I have owned, this one gives me the most enjoyment, the best returns, the best job satisfaction and the most fun! I get to meet some great down-to-earth business people, I have no staff, no stock, and minimal overheads to worry about. It's almost the perfect business model."

The most frequent question Terry gets asked is: What do you actually do? His answer comes in the form of an analogy.

"Relate that question to a sports scenario. For some reason Kiwis seem to understand business issues quicker and easier when parallels are made with sport!

"We have world champions in New Zealand who are the absolute best, yet they still have an army of coaches and advisers pushing them and making them better. That's what a business coach does; we take great business people and make them and their businesses better. The secret is, we don't tell them how to do their job – build a house, pull out a tooth, or sell a pair of shoes – we concentrate purely on the business side of business."

Terry says putting his nose into other peoples' business(!) is not rocket science.

"We use the basic business principles that are in all of the books, all the training courses, all the seminars. The difference is, with a business coach on board there's somebody next to you – pushing, encouraging and making you do what you wanted to do for years but never got around to."

Testimonial

"We probably could have done it by ourselves. We know our business, we know what we want.

What we didn't know was what a trained pair of eyes and ears could see and hear that we took for granted.

It was like turning a light on, it was that simple and didn't hurt a bit. We now believe we can achieve the ultimate goal and a lot sooner than we thought."

Vicki Ogle
Home Kill Services Ltd



The secret is, we don't tell them how to do their job ... we concentrate purely on the business side of their business

This is part of the explanation Terry gives when he conducts the Business Analysis for a potential new client – a free service given to any business owner to determine what's working well, what's working not as well as it could, the goals of the owner and many more aspects.

"Owners take away a lot from these sessions as they are welcome to use any of our suggestions, but mainly it gets them to step out of the daily grind of running their business and to start looking inside the business processes. It's usually a great eye opener on where the business could go to and how it can get there."

Over the past eight years Business Coaching New Zealand has worked alongside over 200 Northland businesses and a further 24 on the tropical paradise of the Solomon Islands. Terry volunteers his coaching services not only to Business Mentors New Zealand but also to the Business Mentors Pacific Programme that sees him travelling to the Solomons twice a year.

"They do business a little differently in the islands but at the end of the day their needs are very similar to back home; it comes down to the basics every time."

If there is just one piece of advice Terry would like to share with all business owners it would be to "keep it simple, do the basics, have a plan, follow it, and think big. It can be very lonely owning a company. Sometimes just having somebody to talk to can make the world of difference."

CONTACT

p: 09 434 3180

e: terry@bcnz.net.nz

www.businesscoachingnewzealand.co.nz

Business Coaching
New Zealand
TAKING CARE OF BUSINESS



WESTPAC – INVESTING IN NORTHLAND

Vision, culture and core values are important in any organisation. What we stand for and believe in determines how we act both at a collective and individual level. Through our actions, we're demonstrating our commitment to this region's future.

The Westpac Northland team has a strong belief that we should take a long term view in everything we do. We are particularly proud of what we have achieved and how we have operated during the Global Financial Crisis. During this time we invested in four more Business and Agribusiness bankers in the Northland region. We did this because we believe that tough times are when our customers need us most.

It also made sense to invest in more bankers, at a time when some of our competitors may have done the opposite. Our investment meant that we were not only well placed to grow but could also help ensure that Northland's businesses and rural sector would have access to funding during tough economic times.

During this time, we also opened a new branch in Dargaville and delivered a major upgrade to our Whangarei branch and business centre. This included a new state-of-the-art (and open 24/7) lobby with the latest Smart ATM technology. In addition, we upgraded the wider Business, Agribusiness and Private Banking centre along with new conference facilities. The conference facilities are available for use by Westpac customers and community groups. They are popular and are becoming well used.

Westpac has operated and invested in Northland for over 100 years. We are proud of our involvement in the region. We are particularly proud of how Westpac and the people of Northland have operated during the recent difficult economic times. We are looking forward to future success in Northland.



WESTPAC EYES UP GOOGLE GLASS

We are currently trialling our award winning Cash Tank app on Google Glass; the first bank in New Zealand to utilise the new frontier technology.

The Cash Tank app will be fully functioning on Google Glass, when it's expected to be available in New Zealand later this year. Google Glass has a mini display screen attached to a metal frame over the right eye. Amongst other things, customers using Cash Tank on Google Glass will be able to check their balance, transfer funds between Westpac accounts, find the nearest ATM or Westpac branch and get alerts and notifications.

Chris Shakeshaft
- a Westpac
customer, tries
banking via
Google Glass.



Dargaville -
Year 5/6
runners up

SUPPORTING OUR COMMUNITY

NORTHLAND RUGBY

Westpac is one of the major sponsors of Northland Rugby. We support the Rippa Rugby programme, at the grass roots level of Northland rugby. The programme is a great introduction to rugby for 870+ school aged children and has proven highly successful in 41 schools.

RESCUE HELICOPTER

We raise money for all rescue helicopters in New Zealand through our annual chopper appeal. Every dollar raised in Northland goes directly to your local chopper, the Northland Electricity Rescue Helicopter.

DAIRY INDUSTRY AWARDS

We support the New Zealand and Northland Dairy industry through our national sponsorship of the New Zealand Dairy Industry Awards. In addition, we provide free Managing your Money training sessions across the Agribusiness sector.

FREE TRAINING / SEMINARS

The Westpac Northland team provides free training for the business sector via our Managing your Money for SME seminars. These are 1 to 1.5 hour sessions covering key cashflow and financial management principles. We also provide Managing your Money training for individuals.

BUSINESS EXCELLENCE AWARDS

We are the primary sponsor of the Westpac Northland Business Excellence Awards. Our support of this event goes back many years. The Business Excellence Awards are the perfect event to profile and showcase the region's premier businesses. Feedback from entrants over the years indicates that it's also a great way to assess and strengthen their businesses.

Far North Fuels
- 2013 Westpac
Business Excellence
Supreme Winner.



Our support in the community stems from our people and our core values. Our team is made up of individuals who are passionate about and dedicated to Northland. Our guiding principle of taking a long term approach to everything we do ensures strong community involvement. We aim to continue this well into the future.



Let's Talk Property

Stormy economic times often see real estate companies fall by the wayside ... one Whangarei firm has proudly held fast.

The Ray White Whangarei office is made up of a dynamic team led by three directors: Allan Sykes, John Monteith and Vanessa McKenzie. Allan and John each have strong real estate sales and ownership backgrounds of over 30 years, while Vanessa has over 23 years in the industry. "We each have strong individual areas of expertise that compliment one another to assist and support the entire Ray White Allens team," says Vanessa.

Previously operating as Allens Real Estate, they joined the Ray White network in September 2011. "Partnering with Ray White, with their cutting edge technology and international network of more than 1000 offices throughout Australasia, gave us the opportunity to offer greater value to our customers while still being very much locally owned and operated," says John.

Whether buying or selling, Ray White Allens cater to all your real estate needs with a large team of salespeople spread over three offices, the main office in Whangarei and branch offices covering the Tutukaka Coast and Bream Bay areas, a large property management team, an in-house LoanMarket mortgage broker, an in-house auctioneer, and access to Ray White Concierge — a complimentary service arranging the transfer of utility and home services when a client is moving house.

"If a client is looking to buy, our LoanMarket mortgage broker can work with them to secure the best possible finance. If looking at a possible investment property, our property management team work side by side with your agent to advise you on potential returns. Looking to invest but without the hassle? Talk to our property management team about managing the property for you."

"While our main focus is the marketing, selling and managing of property, we're also passionate about the community, and keen to be involved in

assisting and encouraging young people to achieve their potential," says Vanessa.

Ongoing community initiatives include the Ray White Allens Education Foundation, a Charitable Trust set up in 2007 to create opportunities for the youth of Northland to pursue their career goals. "A percentage of the commission from each settled

events of the summer. Held in March each year, timed around the high tide (as the swim leg is in the harbour), the triathlon is for children aged from 7 to 15 and attracts around 600 participants plus thousands of supporters from around Northland.

"This year was our 13th consecutive year as major sponsors," explains John. "The kids are amazing. Not many adults could swim, cycle and run the same distances! The effort they make and the support they give each other brings tears to your eyes ... and they're not even our kids! We love being able to actively participate in supporting these kids to be the very best they can be."

The directors are immensely proud of their team. "There is a fantastic culture of responsibility and support. More than half of the team have been with the company for over ten years - some as long as 27 years! They have a wealth of knowledge, skill and commitment and are all focused on delivering our vision of providing 'the ultimate real estate experience' to their customers and clients," says Allan. "And we must mention our superb administration team and the exceptional support they provide!" adds Vanessa.

"We offer you an invitation to experience our service."

CONTACT

p: 09 430 3300
e: whangarei.nz@raywhite.com
rwwhangarei.co.nz



"We're passionate about the community, and keen to be involved in assisting and encouraging young people to achieve their potential."

sale is transferred to the trust for the creation of yearly grants.

These grants are then made available to secondary school leavers to support them in further tertiary study," explains John. "Since inception \$66,000 has been granted in scholarships to 43 young Northlanders."

Another long term community commitment is the annual Ray White Allens Kids Triathlon, now one of the biggest sporting



Be pro-active with commercial property



Tracey Risetto from Business Property Management shares some insights into managing a commercial property well.

Being a commercial property landlord is not the same as being a residential landlord. Just because the rent is coming in each month, doesn't mean all is well.

My experience with a multi-tenanted property has proven that making regular contact with your tenants, so that you know how they are getting on and what direction their businesses are going in, can give you the heads up on future issues.

Being proactive not only gives you a great way to check on things - it makes you more approachable, and therefore it is more likely you'll be notified about a problem while it is still small.

The tenancies that have caused the most grief were those where the business owner has stood back from being actively involved.

As I had regular contact with the tenants I was able to advise the owners that there were issues looming and we were able to be proactive in regards to the lease.

If you are planning a holiday or not contactable for an extended time, ensure you have someone to manage your commercial tenancies in your absence - from maintenance and emergency repairs to rapid response for missed rent payment(s).

We have found that not only do you need to be on call 24/7 to respond quickly to any issues that arise, you also need fast access to the right services to remedy the situation.

Having an emergency contact list of reliable tradespeople and other professionals who are available outside business hours can mean the difference between a minor repair and major works.

Owning commercial property is not just a passive investment. Tenants, property and cashflow need to be actively managed to ensure optimum returns and protection of the asset. A commercial property manager helps you minimise the risk.

CONTACT

p: 09 393 0020 or 021 659 636
a: P.O.Box 4288, Kamo
e: tracey@bpmnorth.co.nz
businesspropertymanagement.co.nz



(09) 438 1686



**Electrical
Laser**

Laser Electrical Whangarei & Bream Bay
Email: whangarei@laserelectrical.co.nz
138 Cameron Street, Whangarei
1112 One Tree Point Road, Ruakaka

- New Residential
- Residential Upgrades & Maintenance
- Home Theatre Audio & Visual
- Commercial Refits
- Home Automation - C-Bus Certified
- Solar PV Systems

**Northland's
First Class Contractors
- for more than 40 years**

**Robinson
ASPHALTS** 1992 LTD



**so much more than Asphalt
- we do it all.**



**Carparks • Driveways • Landscaping • Concrete work • Siteworks
Paving • Retaining walls • Tennis & sport courts • Fencing**

FOR A FIRST CLASS JOB - EVERY TIME PH: 09 435 0188 • email: admin@robinsons.net.nz • www.robinsonasphalts.co.nz



Judy & Dean Oliver

LOCAL PRINTERS Pressing Forward



When you first step through the doors at Jeff Oliver Print (JOP), you know immediately that you are in a major printing factory. You can hear the presses running, you can smell the vegetable-based inks; pallets of paper are lined up ready to go, and all kinds of machines are going flat tack in the bindery.

JOP started out twenty-eight years ago; Jeff and Judy Oliver started the print shop in their garage. Once they outgrew that space, and after a small stint on Porowini Ave., they relocated to their current spot at 24 Walton Street in the big blue and orange building that you can't miss. One business, one name, one solid commitment to customer service and quality – no wonder they have lasted for so long and still keep expanding!



WHANGAREI
LOVE IT HERE!
Northland - New Zealand

28
years

Born and bred in Northland, Dean Oliver (now Director along with Mum Judy) became an apprentice at the ripe old age of 19. He learned firsthand from Jeff how to print, and became an expert on the press. Soon Dean ended up being Production Manager as well as top printer. Over the years, things changed a lot, and there were some challenging times both personally and professionally when Jeff passed away in 2011. That was a time of adjustment, but Dean stepped up to the plate and used his experience in Production and Management to go forward, and grow the business.

Keeping up with technology is an especially crucial part of that growth these days. JOP regularly invests in new machinery to provide the most economical solutions for their customers.

The big 5-colour A2 press was purchased in 2006, which travelled by cargo ship from the UK. Then the clear film they formerly used to make plates disappeared with the arrival of the CTP (the computer to plate machine), streamlining processes even more. After the CTP came the Duplo stitcher, which makes booklets faster than could ever be done manually. Combine all of that with the folder, the creaser, and now the new Xerox digital printer and large format printer, and you can really tell JOP is keeping up with the times.

With such top notch machinery, JOP is able to keep the printing and finishing in-house. They have become a market leader in design, distribution and now even in website design and hosting. Monster Graphics at JOP is one

**“One business, one name,
one solid commitment to
customer service and quality”**

of the latest additions, and the team is working hard to make sure customers are 100% happy with their websites. With even more services to offer, JOP has fast become a one stop shop for their customers. It's all about keeping it easy for their clients and to facilitate that, Teresa is their mobile Sales and Marketing Representative. She visits clients and offers her expertise and guidance to make sure the client is making the most of their printing and website requirements.

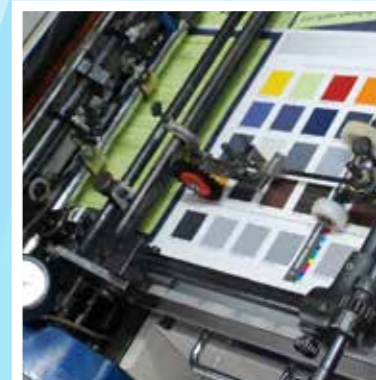
This commitment to customer service is one of the things that definitely serves as a point of difference at JOP. That is the primary reason that Rex Fry came on board earlier this year, to make the transition seamless for the new Whangarei Print customers. Such focus on the clients and meeting deadlines means that you will often see the lights on as you drive past at night, and that will be one or more of the team working late to get the printing done.

That willingness to help extends outward to the community as well. Proud to be local, JOP supports local businesses, clubs and charitable entities such as North Haven Hospice, Sport Northland, Northland Emergency Services Trust, the Whangarei Kart Club, Zonta, the Whangarei Amateur Swimming Club, and the Funky Fishing tournament. JOP also connects with Whangarei business owners through the BNI organisation and the Chamber of Commerce.

Full credit is due to Jeff, and now to Dean and Judy, who are truly visionary in expanding the JOP brand and continuing to grow the business as a market leader in Northland. These are truly exciting times, and if history is any indication, JOP will always be on the cutting edge of technology while still offering the highest quality, locally produced goods, and the best customer service in town.



JOP Print Specials



Jeff Oliver Print Ltd

Creative Design / Quality Print

09 438 8313 • 24 Walton Street - Whangarei

www.jeffoliverprint.co.nz

Steel offers size and resilience

A new partnership offers Northland businesses and homeowners added strength and reliability.

Trigg Construction has partnered with Formsteel Technologies to deliver large-span, steel-framed building solutions to the commercial, industrial and agricultural market Northland-wide from Auckland to Cape Reinga.

Formsteel Technologies is New Zealand's trusted and proven brand for large-span industrial, commercial, and agricultural solutions with over 43 years of experience and technical ability to draw from.

Formsteel Technologies buildings are capable of spanning up to 55m clear span while exceeding wind and earthquake requirements with remarkable ease. Formsteel Technologies buildings – no matter what their size – are designed and built to withstand winds up to 300km/h.

Trigg Construction's focus is to partner with clients to deliver a fit-for-purpose solution, taking into account buildability, life cycle costs of property maintenance, and overall cost effectiveness of the capital input. The team will take care of the plans, get the required building consents, and complete your building hassle-free.

Residential and Lifestyle Solutions

Trigg Construction can offer you a tailor-made, fit-for-purpose building for your lifestyle block or home, whether you want a home or space for plant, equipment or even a workshop to allow you to work from home. You will benefit from the strength and technology that goes into industrial buildings, coupled with the quality, award-winning finish for which Trigg Construction is renowned.

Clear span cover over an existing feedpad allows flexibility with no posts in the middle!



Large span buildings offer flexibility with no posts up to 55m wide!

Commercial and Industrial Solutions

Trigg Construction will partner with you to understand exactly what you want your building to deliver for your business, then work through the design process, keeping you involved at every stage.

This allows you to understand how the building will function and perform for you. You are in control of the process at every step. One of our key focuses is the whole-of-life costs of your building to the business. Considering costs such as lighting can save serious money in maintenance costs over the lifetime of the building.

Because Trigg Construction's steel-framed buildings have the ability to span up to 55m with no posts to get in the way, and at any height, they are a very cost-effective, flexible solution that will add real value to your business.

Agricultural Solutions

Trigg Construction is now also working with AgriTechnologies Ltd, who have been creating innovative solutions for the agricultural sector in New Zealand and overseas for more than 23 years. With Agri Technologies' deep-seated knowledge of the industry, Trigg Construction can offer you a solution for anything you require, such as:

- Covering your existing feed pad
- A new feedpad system, including cover
- A concrete bunkering system for uncontaminated storage of silage and other feed
- Extensions to existing herringbone sheds
- Turn-key options for a new rotary milking shed, including yards
- Purpose-designed solutions for housing goats
- Large height and span storage for plant and equipment

CONTACT

p: 09 432 8203
e: info@trigg.co.nz
www.trigg.co.nz



GET VALUE FOR YOUR MONEY

Recent projects completed by Trigg Construction include the new Northland Port Corp headquarters at Marsden and Caltex Oakleigh service station

Trigg Construction works in partnership with clients to create buildings that perfectly suit their needs.

Darrell and Marlene Trigg have been helping Northlanders build their dream homes and commercial buildings for over 25 years

If there's one thing about building that Darrell wishes more people could understand, it's this: **Value and price are not the same thing.**

If they understood that, Darrell says, they would have better buildings, more enjoyable construction experiences and get more out of every dollar spent.

For people who are used to comparing quotes, looking for the cheapest deal, Darrell's approach may seem unusual.

But he believes the people who focused too heavily on finding the cheapest upfront build cost often forgot about what they might have to spend on long-term maintenance, or would find hidden costs popping up during construction.

Whether it's a residential build, such as the Bream Bay holiday home his team has just finished, or a commercial construction project such as the new ASB Sports Arena in Kensington, Darrell has found the best results come when he has been able to get involved at the start of a project, honing plans and suggesting ways to achieve a client's goals.

"Price just reflects the content, but value is something you get for no added cost. The price is important but what you're getting for that price is more important. Working as a team together can get lots more value out of the same amount of money. When I'm sitting down with clients, I am genuinely interested in what they want and how they want it to perform. How do they want it to look and what do they want it to do in 20 years?"

Northland Athletics and Gymnastics Stadium Trust administrator Brent Eastwood says the process of having the constructor involved early, along with the architect and engineer, was a new experience for the trust, "but one we believe saved the project significant money on the finished product".

Darrell says he would often suggest ways that buildings could be future-proofed. "It's about the total product, understanding someone's needs and helping them get there."

If you just focus on the quotes you miss out on the personality of the person. If it's a home, you know that you want a window to be able to pass sausages out to the barbecue, or if it's a business you know how you want to be able to operate in the building."

If a budget was tight, he says, buildings could be scalable and grow over time.

Trigg Construction recently finished work on the Oakleigh Caltex service station. Work finished a week ahead of schedule and Darrell said beating expectations was very satisfying.



"With everything we do, I try to ask is this the way I'd want to be treated myself? I want everyone to have a great experience."

Darrell says a lot of what made his business special was doing what others only talked about.

"Building isn't just about four walls and a roof, but about what's going to go on inside. We have an open, transparent process that gives a better result for the client. It's great when we can add value to someone's business rather than just giving a price for a plan."

CONTACT

p: 09 432 8203
e: darrell@trigg.co.nz
www.trigg.co.nz



THE QUIET ACHIEVER

Considering it is one of Northland's leading businesses, Northland Port Corporation (NZ) Ltd (NPC) has until now maintained a relatively low profile. Yet it is leading the significant expansion at Marsden Point, as chief executive Graham Wallace explains to PETER HEATH.

Northland Port Corporation is one of just two local organisations listed on the New Zealand Stock Exchange and owns 180 hectares of what must be some of New Zealand's most attractive green-field commercial and industrial development land. Greater Auckland, the country's largest market, is less than an hour's drive away.

NPC is frequently confused with Northport, the region's highly regarded deep-water port. Although NPC is a 50 percent owner of Northport it is not directly involved in the day-to-day operation of the facility.

While NPC's business interests are focused on the port, they extend well beyond it – into the area of commercial and industrial development.

NPC owns 65 hectares of land directly adjacent to Northport, offering all the advantages of a modern deep-water port. This 'port zone' land is consented for heavy industrial use and is available for long-term lease to companies wanting to make use of the port. A further 115 hectares, zoned as Business 2 and 4, sit behind this.

Despite its low public profile NPC is busy at Marsden Point with land close to the port boundary being progressively readied for development. This includes the establishment of a large paved site for Eastland Group on which it has built a log debarking facility (circled in inset photo, below). Northland Debarking Ltd is now in full swing, following a formal opening ceremony on 8 May.

"When you look at the price of land, the social pressures, the transportation and commuting issues and the general overheads involved in doing business in Auckland, why would you ...?"



log debarking facility

Graham Wallace is adamant; Marsden Point offers a whole heap of opportunity for Kiwi businesses with plans and vision.

"When you look at the price of land in Auckland, the social pressures, the transportation and commuting issues, and the general overheads involved in doing business in Auckland, why would you unless you really, really have to?"

He's talking about the practicalities of setting up or operating any industrial or logistics-based business in a city facing well-documented issues of congestion.

Wallace, of course, has an agenda. He's on the hunt for ambitious business owners to take some of it off his hands.

Wallace joined NPC in 1993 as a financial accountant and was closely involved in the formulation of the business case that led to the establishment of Northport, the port operating company of which NPC owns half.

He left NPC in 2003 to establish a consultancy practice but retained an association with the company, rejoining it as CEO in May 2012. He now also serves as one of NPC's two directors on the board of Northport Ltd.

"I particularly enjoy the challenge of helping to shape the future of this business and, with it, the Marsden Point area generally, especially given its undoubted potential," he says. "It's the same potential that many people – such as Ralph Trimmer, – saw long before NPC was even established."

CONTACT

p: 09 432 5033

a: 8 Marsden Bay Drive, Marsden Point

e: info@northlandportcorp.co.nz

northlandportcorp.co.nz



Northland Debarking Ltd's new multi-million dollar processing unit is now operating near Northport, south of Whangarei, following a formal blessing and opening ceremony in early May.

The 1.1 hectare operation provides debarking and anti-sap staining services to Northland forestry customers, largely replicating Eastland Port's Gisborne operation.

Eastland Group chief executive Matt Todd says the establishment of Northland Debarking Ltd was a good fit for the company, which owns Eastland Port as well as a number of other companies in the energy and logistics sectors.

"Eastland Group's strategy is to find investment opportunities that add tangible value to our customers' business. The process of debarking and anti-sap staining lets our clients do exactly that – generate additional value for their logs."

The debarking operation completely removes the bark from logs, rendering them insect-free and able to be loaded as deck cargo without the issues associated with traditional methyl bromide treatment. The removal of the bark also allows for a few more to be loaded into a ship's cargo hold. The option of an anti-sap stain treatment is also available. This process sees freshly cut pruned logs treated to prevent the growth of sap stain, mould, and decay fungi which degrade the appearance of the wood and reduce its marketability.

"If freshly cut logs are left for any length of time in warmer climates like Whangarei and Gisborne, fungi can invade them, leaving bluish streaks," Matt explains.

"While the blue stain doesn't alter the structural integrity or strength of the wood, it does change its appearance and this dramatically reduces the value of appearance-grade pruned wood."



Eastland Port general manager Andrew Gaddum says the Northport debarking operation is wholly owned by Eastland Port, and is similar in size to the one in Gisborne. The success of the Gisborne debarking operation led to Eastland Port being invited by Northland Port Corporation to establish a similar one here.

"We'd talked about expanding the business, so this was the logical next step. We set up Eastland Port's debarking operation in late 2008 as a joint venture between Eastland Group and Hikurangi Forest Farms. "It has gone from strength to strength, and now processes most of the high-grade pruned log harvested on the East Coast."

The major debarking head was shipped in from Idaho, with the bulk of the mechanical plant fabricated in Gisborne by Universal Engineering. Up to ten men worked on the manufacturing project, with six of those fulltime for six months.

Installation of the Northport debarking plant began late last year when 60 tonnes of equipment was transported from Gisborne to Whangarei in six truck and trailer units.

"The process of debarking and anti-sap staining lets our clients generate additional value for their logs ..."

Log on Log off

On to conveyor belt;
Bark removed; Anti-sap staining; Off the belt;
Bark collected

Andrew believes the Northport project is likely to be just as successful as the Gisborne debarking operation. "We've been successful with this at Eastland Port because the debarking and anti-sap staining process adds real value to our customer's raw log product. I believe Northland forestry customers will also realise the same benefits."

Two people have been employed to work the debarking operation, with more to be brought on as volumes increase.

STRONGER. HARDER. DENSER.



Award-winning Waipu company Northpine was founded by industry personality Keith Reay, who bought the Waipu Timber Company in 1999. Swiftly recruiting business partners Richard Wilson and Bruce Larsen, Keith set about developing his vision of a sawmill based on technical ability and strong core values.

The plant and site have been continually and progressively upgraded as finance allowed. "The mill was initially pretty much a hobby," says Bruce Larsen. The three owners all had to work at other jobs to make a wage, and spent time on the mill as they could. Profits were reinvested to lift the business and you could see it grow and develop. The owner-directors soon left their other jobs to become full time employees, focusing on developing both the business and the staff.

"We wanted to develop a values-based business," says Bruce. "We had seen what happens with staff involvement and empowerment and a 'Kaizen' philosophy of continuous improvement, at Carter Holt Harvey's Kumeu sawmill under Keith's leadership. But it's a hell of a lot harder when you are using your own money."

By 2007 Northpine had purchased the assets of Cashmore Brothers Ltd in Silverdale, giving them a distribution business specialising in large dimension beams and unusual-sized timber products on the doorstep of the large Auckland market.

A decision was then taken to build a timber drying facility at Waipu – a multi-million dollar expansion driven by the need to improve customer service levels, allow growth into export markets, and underpin future production growth.

Before the project could be completed, along came the GFC. "Our sales demand reduced by 35% and prices dropped by 15%," says Keith, recalling none too fondly an immensely challenging time for everyone at Northpine.

"All our projections were meaningless, and our bank understandably became extremely concerned."

However, expert assistance and ongoing support from many suppliers allowed Northpine to develop a plan which would allow the business to continue to trade.

"Finishing the project and developing export capability saved us," says Bruce. "Without the goodwill of a large number of creditors allowing us to 'park' our debt with them and pay interest only, we would have been toast!"

The Board of Northpine restructured and revisited its vision, goals and values that had guided initial growth.

Strong focus on process improvement, the principles of Competitive Manufacturing and the Theory of Constraints, along with very good staff participation, meant business productivity and sales mix improved year on year. Turnover is now up to \$13 million; while very small by sawmill standards, Northpine has a large economic footprint in Bream Bay.

Northpine is continuously active in the local community. "We support local schools, rugby and league clubs, Abbie Palmer (a local world-class age group squash player), local initiatives and activities, and pretty much whatever we can," says Richard.

"We are committed to the principles of sustainability, so we work hard to minimise any adverse impact our operation may have on the environment, while also working to strengthen local facilities and resources."

The success is tangible.



In 2013 Northpine won several prestigious awards. Having been a finalist twice before in the Forest Industry national training awards programme, Northpine was again in the final three of the Training Organisation of the Year – Wood Manufacturing and won the 'Outstanding Business Results through Training' category.

In last year's Northland Chamber of Commerce Westpac Business Excellence Awards, Northpine was a finalist in the Refining NZ Excellence in Business – Large Business category, joint winner of the ACC Workplace Safety Award and winner of the Northland Inc Judges Commendation Award.

"This is recognition that we are doing the basics right, and making steady progress," says Keith. "Our focus on teamwork and staff training is definitely paying off."

Despite forestry and wood being important contributors to the Northland economy, Bruce reckons few Northlanders understand the potential we have up here.

"Northland pine plantations produce New Zealand's strongest and stiffest pine. We have a natural point of difference that we could build our industry around. Our forest and timber manufacturing ownership up here is quite diverse, with large lwi and private ownership as well as corporate owners."

"This can be challenging due to the different objectives, but by working together we could generate considerable wealth for the region."

Northpine utilises the stiffness of the Northland wood to manufacture structural solid wood products.

"We were asked to produce the purlins for the cardboard cathedral in Christchurch. We produce solid timber beams and large dimension square posts, as well as your more usual 50mm framing timber in lengths up to 7.2m," says Richard. "The forest resource up here gives us an advantage with these products."

Northland pine may not be the prettiest timber in the country – it has more knots and resin than elsewhere – but it is strong! Northpine intends to continue to use this advantage to grow the business from strength to strength.

CONTACT

p: 09 432 1155
a: 34 Cove Road, Waipu
e: office@northpine.co.nz
www.northpine.co.nz


NORTHPINE
GROWING
STRONGER



I A LIFE WITH WOOD

Retiring Northpine director Keith Reay is the son of a furniture maker in Christchurch, so he discovered early in life the joy of working with timber. Keith graduated from Canterbury University with a B.Sc and M.A.Hons (Economics).

CAREER HIGHLIGHTS

1969: NZ Forest Products in Tokoroa, Operations Research division. Developed his unique style, "the persona of being a thinker, not a doer!"

1975: Involved in sawmilling and Production Planner for the Kinleith mills, earning recognition as the company specialist in sawmilling. Travelled to the USA on a David Henry Scholarship in 1980. "A real eye-opener. I saw first-hand how really efficient mills were managed."

Mid 1980s: NZFP restructured. Keith became Marketing Manager, Pinex Timber Products. "We survived the sharemarket and property crash in 1987. Our market research at the time placed the Pinex brand in a very dominant position. This was a big challenge for a theorist – you had to actually do things!" A colleague recalls being a bit disconcerted as a young 17-year-old. "I would walk past the boss's office door and see Keith lying on the floor studying the ceiling!"

Early 1990s: NZFP was purchased by Carter Holt Harvey and the two timber businesses were amalgamated. Keith was back at the sharp end of sawmilling as Regional Manager (Northland), responsible for four sawmills. Here he could finally try out the ideas he'd picked up in the USA. Combining 'Kaizen' teachings and American systems, the transformation at CHH Kumeu took place over two years. The change was stunningly successful and Keith's reputation spread. "The financial results, staff engagement, the product quality and reliability spoke for themselves."

1993: Keith took redundancy and established a forestry consultancy business.

1999: Back to sawmilling to earn a more stable income. Northpine was born. The aim? To marry the NZFP/Pinex marketing reliability with the CHH Kumeu methodologies and produce a standout private sawmilling business.

"Northpine has been a great adventure for me, but a much harder row to hoe than originally envisaged. However, I am proud of the business we have built, the staff we employ and the contribution Northpine continues to make to the local community."





“We’ll see you right”

Met the senior sales team at Whangarei ITM. Between them, there’s over 150 years of experience in the building industry – nearly all of it in the local area.

Centre stage here is our Branch Manager, Andrew Johnstone, who has been here since we opened in August 1991. ‘AJ’ is well supported by Richard Moseley, Bryan Davis, Brent Klink, Peter Mullenger, Scott Wilson and Ryan Woodman.

Of course, there’s an even bigger team supporting them in the yard and the admin office. They were just too busy to smile for the camera.

So if you need timber or building supplies for any project of any kind – from painting a fence to building a deck, bach or mansion – rest easy. Your ITM team has the knowledge, experience and attitude to help you get it done. We’ve been saying it for years, so we may as well say it again. We’ll see you right!



WHANGAREI 

“We’ll see you right”

PROUD SPONSORS OF:



Attitude IS EVERYTHING

‘Uncle Shayne’ talks about building business and some keys to success.

Q: How, where and when did ITM start?

A: At the Tikipunga Tavern in early 1991, at a meeting of like-minded but small timber and building supply merchants from Northland. A Far North-based entrepreneur, Kevin Marevich, who dealt with all the merchants, recommended forming a buying group to make them more competitive with the ‘big boys’.

Q: How did you get involved?

A: Around that time Rosvall Sawmill in Whareora was the largest privately-owned timber company in Northland and we were looking to expand into building supplies anyway. We had already secured a site in Kioreroa Road and opened in August 1991. It became known as the Town Yard and traded for almost 21 years as Rosvall ITM, until a partial change in business ownership occurred in April 2012. Hence the name Whangarei ITM.

Q: Did the ITM brand go nationwide quickly?

A: Steadily, from north to south, mostly because of Kevin. ITM was the first seriously independent co-op group to operate nationally. During the expansion, ITM in Whangarei mirrored that national growth, evolving from being purely a timber merchant to Whangarei’s largest building supplies company.

Q: How did you achieve that?

A: We got the support of the local trade, with a philosophy that our people are everything, and customers need all their problems taken away. We became seriously focused on being problem solvers as opposed to shopkeepers, with the absolute emphasis that the customers’ requirements were paramount.

Q: Don’t all businesses do that?

A: A lot of them talk about it, and the team here get tired of me saying the same thing at our meetings.

I ask them regularly: ‘What do you like most – and hate most – when you go shopping?’ The answer is simple, and always the same. We all like attention, to be treated with respect, that we feel we are the centre of the salesperson’s attention. We all hate being ignored or, worse, being treated with disdain. In business, you only need one of your staff to let you down and you lose enormous ground. And it takes massive effort to regain that lost ground. That doesn’t mean we never make a mistake, but when we do we acknowledge the error and go out of our way to put it right.

Q: So staff attitudes are critical to sustaining success in business?

A: Absolutely. And who we choose to employ is important, too. Peter Mullenger is a great example – a former retailer himself, Peter understands totally the importance of customer service. That’s why the phrase **ATTITUDE IS EVERYTHING** stays on the white board in my office.

Q: How important is branding?

A: Crucial from the start. In the mid ‘90s we knew we couldn’t just be a buying group; we had to have a prominent marketing presence – this has been mainly achieved through media campaigns that appeal to our target audience via things they enjoy – rugby, fishing, motor racing and so on.



On a local level, we’ve invested heavily for over 20 years now in media campaigns using Timmy Timber, the ‘Almost Builder’. When I heard the very first radio ad in 1993 I could see the serious potential to use that identity and humour as a marketing tool, to connect with people in a down-to-earth way. And the cheeky little bugger still hasn’t grown up after all these years!

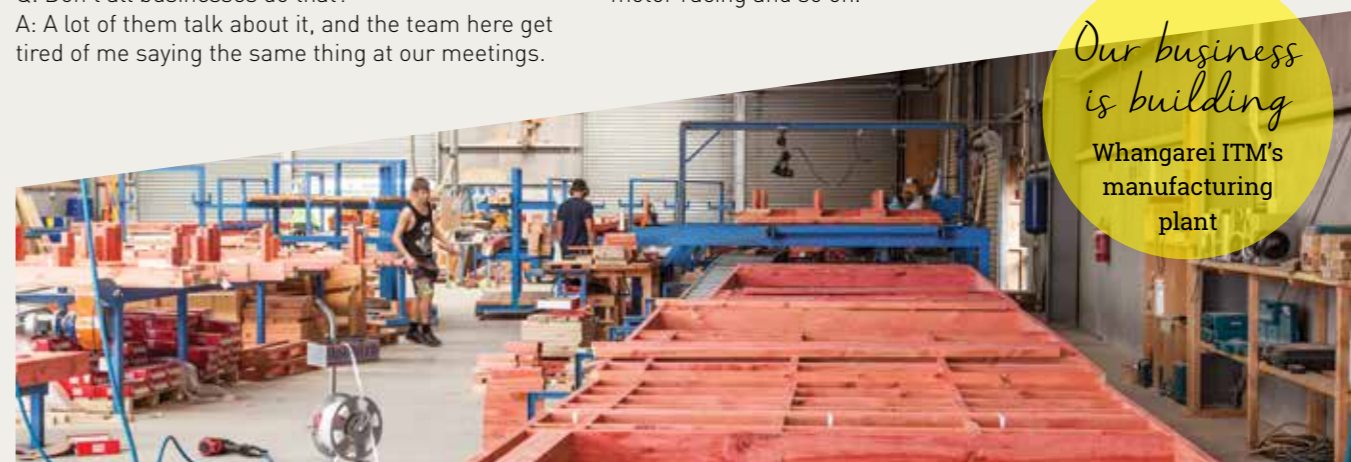
Q: What else differentiates you from others in the industry?

A: Whangarei ITM has its own manufacturing division here which enables us to offer the complete package – frames, trusses, pre-hung doors, even down to trellises and outdoor furniture. And we have expanded into the mid-North with BOI ITM at Haruru Falls, which is one year old now. That’s been made possible by the experience and skill of my co-directors, Lindsay and Stephen Gray.

CONTACT

p: 09 437 9420
a: Cnr Port and Kioreroa Roads
e: info@whangareitmt.co.nz
www.whangareitmt.co.nz

Our business is building
Whangarei ITM’s manufacturing plant





“It’s just like being on a cruise ship!”

Ever thought retirement living was about slowing down? Then think again. There is never a dull moment at Jane Mander Retirement Village.

Packed with village events, van outings, shows, and a regular happy hour - Jane Mander is a hive of activity. The village centre is at the heart of the village and is a popular place for residents to get together, have a drink at happy hour, and enjoy social events. Events are never the

same with presentations, guest speakers, demonstrations and high-teas to name a few.

The village features the latest designs in retirement living including modern independent townhouses and apartments, serviced apartments, and provides the very best of resthome, hospital & dementia care from friendly and caring staff.

The village encompasses beautifully landscaped gardens and stunning amenities such as an indoor heated swimming pool and spa, gymnasium,



library, bowling green, hair and beauty salon, and more. Most residents say it’s just like being on a cruise ship without the seasickness. **And as a Ryman village, your weekly fees are fixed for life - guaranteed!**



For your free “Welcome to a Ryman Village” booklet and DVD, please call Tammy or Helen on 435 3850



Jane Mander
A Ryman Village

262 Fairway Drive, Whangarei

Spire
Chartered Accountants

On Cloud Nine with Cloud Accounting

Gone, or at the very least going, are the days of clunky, user-unfriendly software, requiring arduous manual data entry and endless backups and updates.

The face of today’s accounting package is a slick, intuitive and easy to use solution, installed not on the 20 year old computer, in the back room, covered in an inch of dust, but in the cloud where it is easily accessed from your desktop, laptop, smart phone, or in fact any device with an internet connection and a screen.

Leading the charge in cloud based accounting software is Xero, born and built right here in New Zealand.

Bryce Moffat, Director of leading Northland accounting firm, Spire Chartered Accountants Limited, provides insight into this nifty new accounting solution.

Real time data in the cloud. This clever software is populated with data automatically imported daily from the user’s bank accounts. Bryce says “Xero’s niche is in its ability to provide its users

with real-time and accurate information in a glance. This gives businesses much greater control over their cashflow”.



Functionality at the touch of a button.

Xero allows its users to create and send invoices, reconcile bank accounts, and prepare GST returns - all quite literally at the touch of a button. And whatever your line of work, Xero also has a suite of add-ons that allow you to manage other elements of your business,



including point of sale, bookings or payroll, all the while automatically feeding any financial information straight back into Xero.

True collaboration

With Xero, financial data and documents are stored in the cloud. Instead of transferring datafiles, accountants and clients just login to see the same set of data. “The software is doing all the laborious grunt work now, and we (accountants) are freed up to provide our clients with solid financial direction and opportunities for growth.”



Convert to Xero with Spire Chartered Accountants Limited!

Setting up Xero correctly means you get the most out of this powerful software. At Spire our team of Xero certified accountants work closely with you to establish the specific requirements of your

business when setting you up on Xero. This means we can customise your Xero account and provide extensive training and ongoing support to ensure a smooth and easy transition.

Contact us:
xero@spireca.co.nz
www.spireca.co.nz
Whangarei : 09 470 0444
Kerikeri : 09 407 5252



Rockin' good crew

Happy gas

From left: John, Rob, Wendy, Donnie, Carol, Julie and Nicole

Though many Northland families are struggling with rising living costs, one local company has an alternative to higher power prices – our homegrown LPG service. By KATY BROWN.

Rockgas North has been supplying Northlanders with LPG, both residentially and commercially, since 1997 and has a strong customer base across the region.

With household costs continuing to be a concern for many families, gas is now being recognised as an extremely cost-effective option for heating hot water, cooking and home heating.

Rockgas North General Manager Wendy Ihaka says the response from customers switching to gas is always positive, whether they are home owners or commercial operators.

"We are pretty fierce when it comes to looking after our customers, and we go above and beyond with testing and checks to keep people safe."

Nationwide recognition of this came last October when Rockgas North won the Safety Award at the nationwide Contact Rockgas franchise awards.

Customer service is the cornerstone of the company's approach to business, led from the top by Whangarei-based owner Garry Hannam.

"Garry has been doing business in Northland for many years – with Rockgas North

We never compromise on safety or customer service. Safety always comes first ... We are pretty fierce when it comes to looking after our customers ...

"Gas gives you so much more control and it is such a great value option. Imagine endless hot water, instant heat in your kitchen and gas heating you can switch on and off with the touch of a button. You almost need to experience it to appreciate it!"

"We're finding more and more people are switching to gas. We manage the entire set-up so it's really easy to get started, whether it's a new or existing home. And the benefits are huge."

Rockgas North's growing customer base extends from the Hibiscus Coast to the Far North. Wendy attributes this relentless growth partially to the fact that Rockgas North will never compromise on safety or customer service.

"Safety always comes first here, for staff and our customers.

and, until recently, as the owner of Northland's Caltex service stations. He has always put customers first and it's an essential part of the company's culture. In fact, our LPG service actually began back in 1997 because Garry started providing gas to help out a few local restaurants in the Bay of Islands."

Rockgas North is part of the Contact Rockgas franchise network and operates from downtown Whangarei, where there are always "lovely locals to meet you, answer your calls. And we deliver".

CONTACT

p: 0800 23 23 22
a: 123B Bank Street, Whangarei
e: rockgas@rockgasnorth.co.nz
www.rockgasnorth.co.nz



MARSDEN COVE
WHANGAREI HARBOUR



Marsden Cove is Northland's very own unique and comprehensively planned marine village found just within the mouth of the Whangarei Harbour with a world class Marina at its centre. Surrounding the Marina is Marsden Cove's residential canal development comprising impressive waterfront and non-waterfront sections.

Marsden Cove offers the ultimate in lifestyle property, allowing owners to berth boats and other watercraft mere metres from their front doors. Private jetties and boat ramp access means boating is made easy. The locality of Marsden Cove is perfect for those boating enthusiasts who love fishing, diving and cruising. Bountiful fishing, game fishing and diving grounds such as the Poor Knights are all only within a short distance.

The canals flow with clean and fresh salty waters, perfect for swimming and other water activities such as kayaking, stand up boarding, and much more. The development has two pristine and sandy man-made beaches that are perfect for all the family to enjoy. Marsden Cove also has a bustling waterfront retail hub which is equipped with a café, hair and beauty salon, marine services, real estate agency and fishing club.

Come and experience this unique destination, soak in the atmosphere and enjoy all that Marsden Cove has to offer. Visit the friendly sales staff at the Section Sales and Marina Office or view the canal front show home on Stace Hopper Drive on Sundays or by appointment.

For more information phone us on (09) 432 7740 or visit our website www.marsdencove.co.nz





Our store upgrade will be completed early 2015.
PAK'nSAVE Whangarei thanks all customers for your patience.